



T.J. Nelson

Principal Product Designer

tjnelsondesign.com

tjnelsondesign@gmail.com

linkedin.com/in/tjnelsondesign

385-549-3875 · Salt Lake City, UT

SUMMARY

Product designer and strategist with 11 years across enterprise and consumer products, from NLP-powered insights to event platforms and mobile apps. I help teams figure out what they're actually building and why, then stay hands-on through the craft. Most recently a player-coach at RainFocus, growing design from 5 to 13 while shipping products.

EXPERIENCE

RainFocus · Enterprise event platform 2019 - 2026

Sr. Product Design Manager	Feb 2025 - Oct 2026
Product Design Manager	Jul 2019 - Feb 2025
Sr. Product Designer	Feb 2019 - Jul 2019

- As a player-coach, personally designed and launched three products: the Sales module, Invite Groups, and Group Pass Management, using AI-assisted prototyping and custom Claude workflows.
- Reframed Group Pass Management from “make it easier” into a confidence problem, giving group owners the tools to register, book, and plan on behalf of the people they bring.
- Set the product design vision for the virtual-first pivot, shipped in twelve weeks when COVID halted in-person events, and became the foundation for six years of sustained ARR growth.
- Led design for the mobile apps: onsite session scanning, exhibitor lead capture, and the attendee app used at large enterprise events.
- Grew the design team from 5 to 13, introducing career ladders, an OKR cadence, chapter critiques, and north-star metrics paired with usability testing.

InMoment · Customer experience platform 2015 - 2019

Sr. Product Designer	Sep 2017 - Feb 2019
Product Designer	Sep 2015 - Sep 2017

- Led design of NLP/ML-powered insights and recommendations that turned enterprise survey data into findings clients could act on.
- Ran usability studies and usability, viability, and feasibility reviews with enterprise clients, validating concepts through low- and high-fidelity prototypes.

CRAFT

Product strategy & framing
Discovery, research & JTBD
Interaction & mobile design
Design systems & WCAG
AI-assisted prototyping
(Claude, Claude Code)
Figma

BEYOND THE ROLE

Writer

Philosophy & Design, a
LinkedIn newsletter on
product thinking
2026 - Present

Speaker

Product Hive, “Building with
Character”
2026

Advisor, Soonest

Healthcare staff scheduling
startup
2025 - 2026

Mentor & Instructor

DevMountain
2015 - 2018

EDUCATION

B.S. Business Marketing

Southern Utah University ·
2012

UX / Product Design

DevMountain · 2015

AWARDS

Gold Stevie, Best Event Management Product

RainFocus · 2020

Stevie Awards (2×), Best New Product

CX Intelligence Cloud ·
InMoment · 2018