T.J. Nelson

Staff Product Designer

tjnelsondesign.com
tjnelsondesign@gmail.com
linkedin.com/in/tjnelsondesign
385-549-3875 · Salt Lake City, UT

SUMMARY

Product designer with 11+ years across enterprise and consumer products. I believe clear thinking creates beautiful product experiences. I frame the problem, make clear calls on what matters most, and ship hands-on, using AI to reach real prototypes faster. At RainFocus, I grew the design team from 5 to 13 and helped lead design of the event management platform that became the foundation for 6 years of sustained ARR growth.

EXPERIENCE

RainFocus · Enterprise event platform — 7 yrs 10 mos

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

- Set the product design vision and strategy for the virtual-first pivot, shipped in 12 weeks when COVID halted in-person events. It powered 2M+ virtual attendees in 2020, and the platform went on to be named a Leader by Gartner (3 years running) and Forrester.
- As a player-coach, designed and launched 3 key products using AI-assisted prototyping and custom Claude workflows. One of those, the Sales module (launched July 2026), gives sales teams CRM-connected nominations so events become a measurable sales channel.
- 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.
- Managed design for the mobile apps on a platform running thousands of enterprise events a year: onsite session scanning, exhibitor lead capture, and the attendee app.
- Grew the design team from 5 to 13, introducing career ladders, chapter critiques, and north-star metrics paired with usability testing.

InMoment · Customer experience platform — 3 yrs 5 mos

Sr. Product Designer — Sep 2017 - Jan 2019
Product Designer — Sep 2015 - Sep 2017

- Led design of NLP/ML-powered insights and recommendations in CX Intelligence Cloud, turning enterprise survey data into findings clients could act on. The product won 2 Stevie Awards for Best New Product.
- Ran usability, viability, and feasibility reviews with enterprise clients, validating concepts through low- and high-fidelity prototypes.

SKILLS

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