

T.J. Nelson

Principal Product Designer

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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 myself.

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

Advisor, Soonest
Healthcare staff scheduling

Mentor & Instructor
DevMountain

Writer
Philosophy & Design, a
monthly newsletter

Speaker
Product Hive, “Building with
Character”

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