



T.J. Nelson

Product Design Leader

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Summary

Design leader who helps teams cut through complexity to make better decisions that bring clarity to messy problems between craft and long-term strategy. Experienced leading design teams and helping organizations think more deeply about their work in the age of AI.

Education

B.S. Business Marketing

Southern Utah University | May 2012

UX / Product Design

DevMountain | August 2015

Awards

Best Event Management Product

Gold Stevie Award | RainFocus | 2020

Best New Product

Gold Stevie Award | InMoment | 2017

Contributor of the Year

Thunderbird Award | SUU | 2012

Experience



Sr. Product Design Manager

RainFocus | February 2025 - Present

Managed and coached a 13-person product design team, introducing career ladders, OKR cadence, and DEI hiring practices that lifted engagement.

Aligned product vision has helped deliver a 400% growth in Contracted Annual Recurring Revenue over the past 6 years.

Cultivated cross-functional alignment with Product, Engineering, and GTM, translating vision and roadmaps into execution plans that accelerated growth.



Product Design Manager

RainFocus | July 2019 - February 2025

Implemented the OKR framework for setting goals and tracking progress towards company objectives.

Responsible for recruiting, interviewing, hiring, and onboarding the design team.

Increased UX maturity by organizing chapter critiques to facilitate early and often design reviews.



Sr. Product Designer

RainFocus | February 2019 - July 2019

Led a dual-track discovery process within an autonomous agile/scrum squad—owning backlog prioritization, user story mapping, and continuous delivery of machine learning-powered features.

Implemented north-star metrics and UXUM-Lite, pairing quantitative funnel analytics with testing to drive evidence-based product and design decisions.



Senior Product Designer

InMoment | September 2017 - February 2019

Designed and built NLP/ML-powered insights and recommendations systems to provide enterprise clients with relevant and actionable insights to survey data.

Honed the craft of design systems, Figma, Sketch, user journeys, personas, JTBD, information architecture, accessibility (WCAG), interaction design.



Product Designer

InMoment | September 2015 - September 2017

Conducted usability studies with enterprise clients and internal stakeholders to gain empathy, define problems, and test solutions.

Hosted usability, viability, and feasibility reviews using low and high-fidelity prototypes for concept validation.