



Benjamin Tabb – Lead Product Designer · AI-Augmented Design Workflows

SUMMARY

Product design leader with 15+ years shaping complex SaaS, healthcare, and education platforms. I lead end-to-end product direction – research, systems thinking, and workflow design – and integrate AI into my daily practice (rapid prototyping in code, generative wireframing, accelerated research synthesis, and design-system tooling) to ship higher-fidelity work faster and align cross-functional teams around real, testable artifacts.

EXPERIENCE

Frog Street Press, LLC, Remote – *Lead Product Designer, AI-Augmented Workflows* 2023 - Present

- As founding designer, defined the product architecture for Lilypad – a teacher-facing early-childhood platform and a separate content-and-admin backend – and grew the digital product from two people to nearly twenty; it serves teachers, district administrators, and families (caregivers), with children as direct users in some experiences.
- Designed the platform's core surfaces and flows end to end – login, invite, and account creation; SSO and self-service district rostering; the teacher hub and dashboard; program selection; onboarding; and the Resource Center's search, filter, and bookmarking.
- Built Frog Street's first design system from scratch – tokens, components, and patterns with a WCAG-compliant color system engineered for parity with the company's print materials – since expanded twice and codified for AI-assisted prototyping.
- Owned the Assessment Center end to end – in-the-moment observation capture, the reporting suite (progress by domain, child, and class), level-progression and pacing views, child portfolios, and the admin settings that configure it.
- Designed planning and reporting surfaces – the Weekly/Yearly Planner and its reports – including draggable table groupings, multi-level cascades, locked-column patterns, and continuous expected-level visualizations.
- Stood up research operations from zero – the first structured test plan, teacher interviews, a moderated-testing program, analytics instrumentation, and on-site user testing in Texas – routing findings directly into the designs.
- Use AI tooling (Claude, code-assisted prototyping, generative ideation) daily and built the team's AI-assisted design operations – accelerating wireframing, copy iteration, research synthesis, and prototype scaffolding.

Age of Learning, Glendale, CA – *UX Design Manager* Jan 2022 - Dec 2022

- Led UX/UI for enterprise SaaS dashboards on an agile scrum team – CRUD account management, onboarding, SSO/SAML, licensing & rostering, 2FA, reporting & analytics, accessibility (ADA), and third-party integrations.
- Designed for multiple user types – admins, teachers, and caregivers – including a caregiver dashboard integrated with the teacher experience but tailored to the caregiver journey.
- Drove the team's transition from Sketch to Figma: planned the migration, set standards, ran training, and built the Figma design-system libraries as the single source of truth across enterprise products.
- Led UX strategy with card sorts, user flows, journey maps, personas, wireframes, and prototypes; facilitated stakeholder walk-throughs and translated feedback into design iterations.

Moda Health, Portland, OR – *Senior UX Designer* Jul 2019 - Dec 2021

- Designed enhancements across eCommerce and member experiences – Individual shop, Medicare, Provider Search, and Member Dashboards – for newcomers, existing members, agents, and providers.
- Designed new products including Short Term Medical, Delta Dental of OR/WA, and Summit Health Medicare of Eastern Oregon.
- Established Moda's user-testing practice: wrote scripts, ran moderated and unmoderated tests and focus groups, and turned findings into product recommendations.
- Conducted research, competitive analysis, journey mapping, card sorts, wireframes, mockups, and interactive prototypes; supported QA and UAT through launch.

UX Design Consultant, Portland, OR – *Product & Interaction Design*

Jun 2017 – Jul 2019

- For **Supply / Keep**: developed product architecture, wireframes, prototypes, user testing, and a product plan for a responsive SaaS + native app aimed at first-time homeowners.
- For **HERENOW / Nike**: designed Keynote presentation systems used in client and partnership work.

EARLIER EXPERIENCE

Shazam, Santa Monica, CA – *UX/UI Designer*

Led UX for the Shazam TV team across third-party network integrations – Super Bowl, CBS, SNL, Fashion Rocks, Front & Center, Red Bull TV, and theatrical-release tie-ins; designed pitch and partnership decks used to develop broadcast-network integrations.

Healthnotes / Aisle7, Portland, OR – *UX/UI Design Manager*

Managed the UX team delivering API-driven kiosks, responsive sites, and native apps for Walmart, Whole Foods, New Seasons, Boiron, GNC, Vitamin Shoppe, and Publix.

SKILLS & TOOLS

Practice: Design leadership · Product strategy · Systems thinking · Design systems · Workflow & information architecture · User research & testing (moderated / unmoderated) · Wireframes, prototypes, UI design · Accessibility (ADA) · Cross-functional facilitation · Roadmap shaping

Tools: Figma · Axure · Miro (card sorting & pre-design) · Atlassian · Adobe CC · Keynote · HTML / CSS prototyping · AI: Claude, code-assisted prototyping, generative wireframing & research synthesis

EDUCATION

Oregon State University, Corvallis, OR – *B.F.A., Fine Arts & Graphic Design* (double major)

Parsons / The New School for Social Research, New York, NY – *Foundation Year, Fundamentals of Design*

LANGUAGES

English (primary) · German (conversational) · Spanish (basic)