



Benjamin Lake Hamilton

LEAD PRODUCT DESIGNER / UX ARCHITECTURE / DATA-RICH & AI PRODUCTS

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I design the **structure** behind data-rich enterprise products.

Product designer and UX architect with 20+ years designing data-rich enterprise products in healthcare, insurance and financial services, telecom, and B2B SaaS. I take complex, multi-product experiences from discovery and research through flows, prototypes, and the design systems that hold them together, with a specialty in information architecture and human + AI interaction for generative AI products. I've led and mentored designers, run design critiques on nearly every team I've joined, and taken part in hiring interviews.

Selected Impact

62s → 24s	time to first useful insight in a generative AI trend-intelligence tool, measured in iterative usability testing
18% → 63%	weekly AI feature usage across a beta launch I supported with co-defined ethical-AI UX guidelines
12 weeks	from concept to a shipped claims MVP: a life-insurance claims redesign I co-led at Prudential
3+	enterprise design systems built or governed, including AXL 2, a token-based Figma library at Allianz Life

Professional Experience

Krondek Dev + UX · Minneapolis, MN

Principal UX Architect & Product Designer (Independent Practice)

Aug 2009 – Present

Independent practice for information architecture, product design, and design systems on complex products.

High Plains Reader (commissioned, sole designer)

2026

- Architected one **account-setup system** spanning every product a community newspaper sells: a single entry point that reads intent, forks consumer from business, and assembles a setup flow whose length adapts to each choice; UX architecture and UI in Figma.

B2B analytics platform: generative AI trend intelligence

Aug 2024 – Jan 2025

- Designed **human + AI interaction patterns** (signal feed, detail views, decision workspace) with confidence indicators and explanations that build trust in model outputs.
- Reduced time-to-first-insight from **62 seconds to 24 seconds** in usability testing by reframing ML trend detection as clear data visualizations and narrative.
- Extended the product's Figma design system with reusable AI components (signal cards, confidence chips, explanation drawers) adopted across multiple product teams.
- Partnered with Product, Data Science, Engineering, and Research to define ethical AI UX guidelines; supported a beta launch that grew weekly AI feature usage from **18% to 63%**.

Studio years, Fargo, ND

2009 – 2016

- Full-service web practice serving clients including **Bobcat, RDO Equipment, WEX Health, Blue Cross Blue Shield, and NDSU**.

Allianz Life · Golden Valley, MN (Hybrid)

UX Architect (Contract via Experis)

Jun 2025 – Sep 2025

- Established **AXL 2**, a token-based Figma library for complex policy and account data components, and governed its use across product teams; finalized dashboard architecture and information design for the secure **allianzlife.com** redesign.
- Ran discovery, card sorting, and remote usability testing (Userlytics, Miro, Figma) to validate IA and self-service behavior on data-heavy secure journeys.
- Delivered sitemaps, taxonomies, and workflows that clarified high-value self-service paths and navigation.

T-Mobile · Remote

UX Architect / Lead (Contract via Insight Global)

Nov 2023 – Apr 2024

- Led UX architecture and end-to-end design for the **wholesale customer onboarding platform**, a B2B environment exposing complex account, pricing, and activation data to partner organizations.
- Defined the UX vision, end-to-end flows, and interaction design; captured them in a scalable Figma design system covering status, eligibility, and error handling.
- Ran discovery research and usability testing on multi-step onboarding to reduce drop-off; championed WCAG-aligned components and error-handling patterns across squads; mentored designers and ran design critiques.

Surescripts · Remote

Senior UX Designer

Jun 2022 – Jan 2023

- › Owned UX for **clinician-facing tools** surfacing dense clinical and medication data, a high-stakes environment where design errors translate to patient risk.
- › Researched high-risk workflows and redesigned flows, states, and messaging to reduce error risk and cognitive load on prescribers.
- › Extended standardized UI components to keep clinical states consistent across product teams; collaborated with Engineering and Compliance to meet HIPAA and WCAG requirements.

Prudential Financial · Remote

Senior Experience Designer (Contract via Robert Half)

Nov 2021 – May 2022

- › Co-led UX for onboarding and beneficiary engagement across digital insurance services; shipped a redesigned **claims MVP in 12 weeks**.
- › Designed and tested workflows to increase self-service completion and reduce support call volume; streamlined IA through new sitemaps and user flows supporting future scalability.

Land O'Lakes (Purina Digital Marketing) · Arden Hills, MN

UX Architect / Technical Lead

Jan 2018 – Oct 2021

- › Built and governed **design systems** unifying brand expression, component usage, and accessibility across internal teams and external vendors.
- › Led and mentored designers and ran design critiques across B2B and B2C pet and agriculture initiatives: data-rich marketing, commerce, and partner platforms.
- › Partnered with Product, Marketing, and Engineering to align roadmaps on multi-stakeholder programs, including Salesforce CRM integration into partner and marketing workflows.

› Earlier Experience

AE2S · Experience Designer / Developer · 2016–2017

Microsoft (Cloud & Enterprise) · Sr. UX Developer (Contract) · 2015–2016

Flint Interactive · UX / Front-End Developer · 2011–2013

Sundog Interactive · Information Architect · 2007–2011

Sterling Security Research · Interactive Design Lead: web design, full-stack development, brand identity · 2003–2006

› Skills

Product & UX design: End-to-end product design · interaction design · information architecture · navigation and taxonomy · wireframes · prototyping · responsive and mobile design · accessibility (WCAG 2.1 AA)

Research & strategy: User research · usability testing · journey mapping · personas · workshops · A/B testing · discovery and prioritization · UX roadmapping

Systems & AI: Design systems and governance (Figma, tokens) · human + AI interaction · generative AI UX · explainability · data visualization · dashboards

Leadership: Mentoring · design critique · hiring interviews · cross-functional facilitation · stakeholder alignment · Agile teams

Tools: Figma · FigJam · Axure RP · Miro · Userlytics · UserZoom · Jira · Confluence · HTML/CSS/JavaScript · Adobe CC · Claude Code

› Education

Minnesota State University Moorhead · Coursework toward B.A., Graphic Design

› Certifications

MIT xPRO: Designing and Building AI Products & Services (2024) · **MIT Professional Education:** AI and Product Design (2024)

Google: UX Design Professional Certificate (2024) · **Pragmatic Institute:** PMC Level I & II (2022–2023)

› Community

Education Mentor, **Free Arts Minnesota** (2025–present)

Board of Directors & Public Service Committee Chair, **AAF North Dakota**