

BENJAMIN LAKE HAMILTON

UX ARCHITECT · LEAD PRODUCT DESIGNER · HUMAN + AI INTERACTION

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

UX architect and lead product designer with 20+ years designing data-rich, AI-enabled products across healthcare, financial services, telecom, and enterprise SaaS. I work at the layer most teams underinvest in – information architecture, navigation and taxonomy, design-system governance, and the cross-product patterns that keep complex platforms coherent as they scale. MIT-trained in AI product design, I partner with Product, Data Science, Engineering, and Research to make machine-learning outputs explainable and actionable, and ship WCAG-compliant, experiment-driven experiences that move real metrics.

62s → 24s TIME TO FIRST INSIGHT, AI ANALYTICS TOOL	18% → 63% WEEKLY AI FEATURE ADOPTION POST-BETA	12 wks CONCEPT TO SHIPPED CLAIMS MVP	3+ DESIGN SYSTEMS BUILT OR GOVERNED
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PROFESSIONAL EXPERIENCE

User Experience Architect

U.S. Bank · Contract

Jun 2026 - Present

Minneapolis, MN · Hybrid

- Leading experience architecture for the **reimagined post-application onboarding journey** for new deposit customers.
- Designing **guided activation flows** that take approved applicants to funded, active accounts – sequencing account funding, paperless enrollment, bill pay, and direct deposit to drive early engagement.

Principal UX Architect

Krondek Dev + UX · Independent Practice

Aug 2009 - Present

Minneapolis, MN

Consultancy for structural UX – information architecture, design-system governance, and the AI/ML interaction layer of complex enterprise products. Recent engagement: AI trend intelligence for a B2B analytics platform (Aug 2024 - Jan 2025). Earlier studio clients: Bobcat, RDO Equipment, WEX Health, Blue Cross Blue Shield, NDSU.

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

UX Architect

Allianz Life · via Experis, Contract

Jun 2025 - Sep 2025

Golden Valley, MN · Hybrid

- Finalized **dashboard architecture and information design** for the secure allianzlife.com redesign; established **AXL 2**, a token-based Figma library for complex policy and account data components, governing usage across product teams.
- Ran discovery, card sorting, and remote usability tests (Userlytics, Miro, Figma) validating IA on data-heavy secure journeys.
- Delivered new sitemaps, taxonomies, and workflows that clarified self-service paths and **reduced navigation ambiguity**.

UX Architect / Lead

T-Mobile · via Insight Global, Contract

Nov 2023 - Apr 2024

Remote

- Led UX architecture 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 patterns; captured them in a **scalable Figma design system** covering status, eligibility, and error handling; championed **WCAG-aligned components** across squads.
- Ran discovery and usability testing on multi-step onboarding to **reduce drop-off**; delivered high-fidelity prototypes and specs for engineering handoff.

EXPERIENCE, CONTINUED

Senior UX Designer

Jun 2022 - Jan 2023

Surescripts

Remote

- 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 for consistent clinical states across teams; partnered with Engineering and Compliance to meet **HIPAA and WCAG** requirements while improving decision-support clarity.

Senior Experience Designer

Nov 2021 - May 2022

Prudential Financial · via Robert Half, Contract

Remote

- Led UX for onboarding and beneficiary engagement across digital insurance services; **shipped a redesigned claims MVP in 12 weeks**.
- Mapped customer journeys and service flows to pinpoint friction and decision-support gaps in complex policy data; designed and tested workflows that **improved self-service completion and reduced support call volume**.
- Streamlined IA through new sitemaps and user-flow diagrams supporting future scalability; standardized reusable UI components aligned with brand, accessibility, and design-system requirements.

UX Architect / Technical Lead

Jan 2018 - Oct 2021

Land O'Lakes · Purina Digital Marketing

Arden Hills, MN

- Led UX for digital product initiatives across **B2B and B2C pet and agriculture segments** – data-rich marketing, commerce, and partner platforms.
- Defined UX strategy, information architecture, and prototyping for enterprise platforms, **tying design decisions to analytics and experimentation**.
- Built and governed **design systems** unifying brand expression, component usage, and accessibility across internal teams and external vendors.
- Integrated Salesforce CRM into partner and marketing workflows with Sales; aligned roadmaps, scope, and delivery on **multi-stakeholder programs**.

EARLIER EXPERIENCE – FARGO, ND

- **AE2S** – Experience Designer / Developer · 2016-2017
- **Flint Interactive** – UX / Front-End Developer · 2011-2013
- **Sterling Security Research** – Interactive Design Lead · 2003-2006
- **Microsoft, Cloud & Enterprise** – Sr. UX Developer · 2015-2016
- **Sundog Interactive** – Information Architect · 2007-2011

"A tenacious problem-solver and excellent teammate... Ben earned the trust and respect of everyone on the team." – DAVE BUCKLIN, SENIOR PRODUCT MANAGER, PURINA DIGITAL MARKETING

CORE COMPETENCIES

UX Leadership & Strategy

UX roadmapping · Discovery & prioritization · Problem framing · Cross-functional facilitation · Stakeholder alignment

Experience Architecture & Systems

Information architecture · Navigation & taxonomy · Design systems & governance · Enterprise workflows · Cross-product consistency

AI, Data & Visualization

Human + AI interaction patterns · Data visualization & insight storytelling · Explainability & transparency · Decision-support UX

Execution & Craft

User research & testing · Rapid, high-fidelity prototyping (Figma, Axure) · Accessibility (WCAG 2.1 AA) · AI-integrated UX patterns

CREDENTIALS

Certifications

MIT xPRO – Designing & Building AI Products & Services (2024)
Google – UX Design Specialization & Professional Certificate (2024)
Pragmatic Institute – PMC Level I & II (2022-23)

Education

Minnesota State University Moorhead – Art: Graphic Design (BA coursework)
MIT Professional Education – AI & Product Design (2024)

Tools

Figma · FigJam · Axure RP · Miro · Userlytics · UserZoom · Jira · HTML/CSS/JS · Adobe CC

Community

Free Arts Minnesota – Education Mentor
AAF-ND – Board & Public Service Chair