

Dan Benner

Senior Product Designer | AI Builder | Product Strategy

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years of product design experience. Nielsen Norman Group (NN/g) Master-Certified: AI Design, Interaction Design, Product Ownership and Strategy, Experience Management, User Behavior. Design Thinking practice across B2B, B2C, and B2G: enterprise, Fortune 500, startup, federal. Agile and Scrum certified. Daily AI-augmented design practice using Claude Code and Visual Studio Code. Mini MBA, University of St. Thomas Opus College of Business.

SELECTED ACCOMPLISHMENTS

- **Strategic pivot accepted at Big Four firm** where 3 prior agencies failed; 40+ interview hours, 1,200+ data points (EY)
- **335,000 dollars annual savings** via design system across 20+ engineers on 20-year-old healthcare platform (PointClickCare)
- **80 percent adoption intent** on AI triage microsite scaled from laptop MVP to full catalog (Best Buy)
- **C-suite reversal secured** on vendor portal investment protecting 300-500 daily mission scaling (DroneUp)
- **90 percent of platform direction** credited by CTO; 400,000 users, 166 countries, 24 languages (BI Worldwide)
- **60 percent projected reduction** in early user drop-off via adaptive progression framework (Stealth AI)

CORE SKILLS

Product Design: End-to-End Product Design | Design Thinking | Interaction Design | Visual Design | Information Architecture | User Flows | Wireframing | Prototyping | Responsive Web | iOS | Android | Design Systems

AI: AI Design | AI Product Strategy | AI-Augmented Design | Conversational Design | Multi-Agent Systems | Behavioral Classification | Machine Learning (ML) Notebooks | Anthropic API | Feedback Loop Architecture

Research and Strategy: User Research | Contextual Inquiry | Usability Testing | Service Design | Service Blueprints | Journey Mapping | Personas | Product Discovery | Product Strategy | UX Strategy | Stakeholder Management | Agile | Scrum | KPIs

Accessibility and Compliance: WCAG 2.2 AA | Section 508 | HIPAA | Regulated Environments

Tools: Figma | FigJam | Claude Code | Visual Studio Code | GitHub | HTML | CSS | Axure | Adobe Creative Cloud | Lyssna | Mural | Rive | UserTesting | Vercel

PROFESSIONAL EXPERIENCE

Independent Consultant | Remote | 01/2020 - Present

Product Designer and Strategist

- Architected phased AI roadmap for veterans benefits claims platform (Vetavize); outcome tracking on 100 percent of approved cases
- Led discovery and 3-phase roadmap for 11,000-employee intranet at Fortune 100 agriculture and fuel company (CHS)
- Modernized Nagios IT monitoring platform serving 10,000+ enterprise network administrators

Impact: Brought in when organizations lack the research foundation to make sound product decisions.

Stealth AI (LORE) | Park City, Utah | 08/2024 - 02/2026

Senior Product Specialist

- Built multi-agent conversational intelligence system analyzing 7 behavioral signal types for AI healthcare startup
- Designed adaptive progression framework across 4 user proficiency tiers; 60 percent projected drop-off reduction

Impact: Leadership formed a dedicated 5-person conversational dynamics team based on this work.

DroneUp | Virginia Beach, Virginia | 09/2022 - 08/2023

Senior Growth Product Designer

- Created consumer website, mobile app, and vendor portal for autonomous drone delivery across 6 states; Walmart anchor partner
- Improved decision-making data accuracy 65 percent by filtering skewed employee-testing metrics

Impact: C-suite reversed course on vendor portal investment, protecting the 300-500 daily mission scaling target.

Intuitive Surgical | Sunnyvale, California | 06/2022 - 09/2022

Product Designer and UX Strategist

- Drove discovery on Da Vinci robotic surgery training platform; 4 critical gaps, 30 percent of surgeons in unsanctioned external groups
- Delivered 2-tier roadmap separating tactical wins from strategic investments

Impact: *Iterative delivery cadence adopted in place of 12-month Big Design Up Front cycle.*

Robots and Pencils with Ernst and Young (EY) | Calgary and London | 10/2021 - 03/2022

Product Designer and Strategist

- Conducted discovery on 20-year-old CRM serving 350,000 professionals; 40+ interview hours, 1,200+ data points, 3 prior agencies failed
- Reframed adoption problem from feature gaps to data quality and incentive structure

Impact: *Recommended pivot from feature development to sales culture cultivation; product thesis reoriented.*

British Petroleum (BP) | London, United Kingdom | 08/2021 - 11/2021

Service Designer

- Mapped end-to-end rig verification across Gulf of Mexico, North Sea, and Middle East; 4 interactive service blueprints

Impact: *Established shared operational model across 4 siloed teams (drill, launch, safety, inspection).*

KUDO | New York City, New York | 03/2021 - 06/2021

UX Researcher

- Directed usability research framework for Series A interpretation platform used by European Parliament, NATO, Interpol, United Nations
- Ran 2 pilots and 6 moderated sessions on AI-powered Interpreter Assistant

Impact: *Head of Innovation rated the work best usability analysis to date.*

PointClickCare | Toronto, Ontario | 03/2019 - 02/2020

Senior UX Designer

- Redesigned patient intake for long-term and post-acute care; EHR specialist interviews, clinician shadowing across 5 facilities
- Established visual design system on 20-year-old acquired platform

Impact: *Estimated 335,000 dollars annual savings across 20+ engineers.*

Best Buy | Minneapolis, Minnesota | 05/2017 - 04/2019

Product Designer and Researcher

- Launched AI-assisted self-diagnosis microsite built on 25 years of Geek Squad call transcripts; laptop MVP scaled to entire catalog
- Shipped 13 service applications: triage, vendor relations, scheduling, estimation, smart home

Impact: *80 percent of test participants said they would use it; evolved into triage model across all supported products.*

BI Worldwide | Minneapolis, Minnesota | 2014 - 2017

UX/UI Designer

- Scaled learning platform to 400,000 users across 166 countries and 24 languages; 12 million course views, 500+ courses
- Designed learner experience and backend editor; clients included Coach, Coca-Cola, Capella University, Ford, Toyota, 40+ brands

Impact: *CTO credited 90 percent of platform direction to this work.*

EDUCATION AND CERTIFICATIONS

Mini MBA, Opus College of Business, University of St. Thomas

Nielsen Norman Group Master Certification in Product Design (AI Design, Interaction Design, Product Ownership and Strategy, Experience Management, User Behavior)

Certified Scrum Product Owner (CSPO) | Certified Scrum Master (CSM) | Project Management Professional (PMP) trained

Art Direction for Advertising, The Creative Circus | English Literature, Georgia State University