



# BENJAMIN LAKE HAMILTON

UX ARCHITECT · UX DESIGN LEAD  
AI-INFORMED PRODUCT DESIGNER

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## PROFILE

- 20+ years designing and scaling data-rich, user-centered products across healthcare, finance, telecom, and enterprise SaaS
- Deep strength in experience architecture, data visualization, design systems, and accessibility for complex platforms
- Known for partnering with Product, Engineering, Data Science, and Research to ship WCAG-compliant, experiment-driven experiences
- Completed AI product design certification with MIT and apply human + AI interaction, explainability, and ethical AI patterns to real projects

## CORE COMPETENCIES

### UX Leadership & Strategy

UX roadmapping • Discovery and prioritization  
Hypothesis-driven problem framing  
Cross-functional facilitation • Product thinking  
Stakeholder alignment

### Experience Architecture & Systems

Information architecture • Navigation and taxonomy • Design systems and governance  
Enterprise workflows • Pattern libraries  
Cross-product consistency

### AI, Data & Visualization

Human+AI interaction patterns • Data visualization and insight storytelling • Working with ML/analytics teams • Explainability and transparency patterns • Decision-support UX

### Execution and Craft

User research and testing • Rapid prototyping and hypothesis testing • High-fidelity prototyping (Figma, Axure) • Accessibility (WCAG 2.1+) • AI-integrated UX patterns

## PROFESSIONAL SUMMARY

Principal-level UX leader with 20+ years designing data-rich, AI-enabled products across healthcare, financial services, telecom, and enterprise SaaS. I specialize in experience architecture, data visualization, and design systems that make machine learning outputs explainable, trustworthy, and actionable. I've led cross-functional teams with Product, Data Science, Engineering, and Research to drive discovery, rapid prototyping, and measurable impact, supported by MIT xPRO training in AI product development and human + AI interaction.

## PROFESSIONAL EXPERIENCE

### UX Designer

Allianz Life (via Experis)

Minneapolis, MN · Jun 2025 – Sept 2025

- Contracted for a 3-month engagement to finalize dashboards and information architecture for the secure allianzlife.com redesign and to establish AXL 2, a token-based Figma library for complex policy and account data components.
- Ran discovery, card sorting, and remote usability tests (Userlytics, Miro, Figma) to validate IA and self-service behavior for data-heavy secure journeys.
- Delivered updated sitemaps, taxonomies, and workflows that clarified high-value self-service paths and reduced navigation ambiguity.
- Facilitated workshops aligning marketing, product, and engineering on IA, content strategy, and accessible, design-system-backed patterns.

### Senior UX Consultant – AI & Analytics

Krondek Dev + UX (Freelance)

Minneapolis, MN • Aug 2024 - Jan 2025

- Led UX research and strategy for an AI-powered trend intelligence feature for a B2B analytics platform.
- Designed Human + AI interaction patterns (signal feed, detail views, decision workspace) with confidence indicators and explanations to build trust in model outputs.
- Turned machine-learning trend detection into clear data visualizations and narratives, cutting time to first relevant insight from 62s to 24s in usability tests.
- Partnered with Product, Data Science, Engineering, and Research to define ethical AI UX guidelines and supported a beta launch that grew weekly AI feature usage from 18% to 63%.

## ADDITIONAL EXPERIENCE

### UX Developer

Advanced Engineering and Environmental Services

Fargo, ND · Jul 2016 – Oct 2017

### Senior User Experience Developer

Microsoft Cloud and Enterprise

Fargo, ND · Aug 2015 – Jul 2016

### UX Designer / Front-End Developer

Flint Interactive

Fargo, ND · Oct 2011 – Feb 2013

### Information Architect / Web Developer

Sundog Interactive

Fargo, ND · Jan 2007 – Jul 2011

### Graphic Designer

Sterling Security Research

Fargo, ND · Jan 2003 – Jul 2006

## EDUCATION

### Minnesota State University Moorhead

Art: Graphic Design

1996 - 2003

\*Coursework toward BA  
(approximately 8 credits remaining)

## CERTIFICATIONS

Massachusetts Institute of Technology - xPRO  
**Designing and Building AI Products & Services**

July 2024

Google

**UX Design Professional Certificate**

Jan 2024

Pragmatic Institute

**Product Management, PMC Level I & II**

May 2023

## TOOLS

Figma • FigJam • Axure RP • Miro • Userlytics •  
Jira • Confluence • HTML • CSS • JavaScript •  
Adobe Creative Cloud

## PROFESSIONAL EXPERIENCE

### UX Architect / Lead

T-Mobile (via Insight Global)

Remote · Nov 2023 – Apr 2024

- Led UX architecture for the wholesale customer onboarding platform used by B2B partners
- Defined the UX vision, flows, and interaction patterns and captured them in a scalable Figma design system
- Conducted discovery research and usability testing on complex onboarding workflows to uncover friction points
- Delivered high-fidelity prototypes and interaction specs to support stakeholder buy-in and engineering handoff
- Championed accessibility and WCAG alignment, influencing component choices and error-handling patterns across the platform

### Senior UX Designer

Surescripts

Remote · Jun 2022 – Jan 2023

- Owned UX for clinician-facing tools with dense clinical and medication data.
- Extended standardized UI components to keep clinical states and workflows consistent across teams.
- Researched high-risk workflows and redesigned flows, states, and messaging to reduce error risk and cognitive load.
- Collaborated with Engineering and Compliance to meet HIPAA and WCAG requirements while improving clarity in decision-support screens.

### Senior Experience Designer

Prudential Financial (via Robert Half)

Remote · Nov 2021 – May 2022

- Led UX for onboarding and beneficiary engagement across digital insurance services.
- Mapped journeys and service flows to pinpoint friction and decision-support gaps in complex policy data.
- Designed and tested new flows that improved self-service completion and reduced support needs.
- Created reusable UI components aligned with brand, accessibility, and design-system standards.

### UX Architect / Technical Lead

Purina Digital Marketing / Land O'Lakes

Arden Hills, MN · Jan 2018 – Oct 2021

- Led UX for digital product initiatives across B2B and B2C pet and agriculture audiences, focusing on data-rich marketing, commerce, and partner tools.
- Defined UX strategy, information architecture, and prototyping for enterprise marketing and partner platforms, tying design decisions to analytics and experimentation.
- Built and governed design systems that unified brand expression, component usage, and accessibility across internal teams and external vendors.
- Partnered with product, marketing, and engineering to align roadmaps, scope, and delivery on complex, multi-stakeholder programs.