

Rodney Nelson

UI/UX · Design systems · AI Builder

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About me

I'm a product designer with 9+ years of experience across high-visibility B2B and B2C surfaces, and specialized in design system leadership. Skilled at driving design consistency and velocity across large, cross-functional teams.

At Weedmaps I created and managed our design system, integrating AI into the design to development workflow and reducing time to ship by 30%.

Experience

Senior Product Designer · Nov 2021 – Aug 2026

Weedmaps · Irvine, CA

- Built and managed Weedmaps' design system from scratch, achieving full adoption across all product teams in the EPD organization.
- Used Figma Code Connect and Figma MCP to link design system components directly to production code, reducing time to ship by 30%.
- Led design for a site-wide codebase migration, updating every surface of the B2C site to the latest components and tokens.
- Leveraged AI tools to create app-accurate prototypes for testing and handoff.
- Conducted user research sessions and used findings to inform decisions.

Product Designer · Jun 2019 – Nov 2021

Weedmaps · Irvine, CA

- Designed B2B product interfaces for dashboards, analytics, and business management tools, streamlining client workflows and increasing adoption.
- Used Figma, Storybook, and Design Tokens to improve consistency of user workflows across the platform.

Junior Production Designer · Jun 2017 – Jun 2019

Weedmaps · Irvine, CA

- Created graphics and UI assets for product and marketing projects using Figma, Photoshop, and Sketch.

Artist & Designer · Sep 2010 – Aug 2016

Pretentious Arts · Laguna Beach, CA

- Created art and interface designs for Unity and Adobe Flash games.

Education

Bachelor of Fine Arts (BFA)
Graphic Design

California State University
Fullerton

2011 – 2016

Associate of Arts (AA)
Graphic Design

Fashion Institute of Design and
Merchandising

2007 – 2009

Skills

Figma · Claude · Builder · Jira ·
Design systems · Design tokens ·
B2B · B2C · UI/UX Design ·
User research · 0-to-1 design ·
Information Architecture ·
Responsive design · Photoshop ·
Sketch · Storybook