

Rodney Nelson

Senior Product Designer

Mission Viejo, California | rodneynelsongd@gmail.com | 949-244-8257

www.rnelson.xyz | www.linkedin.com/in/rodney-nelson

Summary

Senior Product Designer with 9+ years of experience spanning production design, B2B and B2C product design, and design systems leadership. At Weedmaps, built a company-wide design system from the ground up, integrated AI tooling into the design-to-development workflow, and led a site-wide React migration to modernize the B2C product. Skilled at driving design consistency and velocity across large, cross-functional product teams.

Experience

Senior Product Designer • Nov 2021 – Aug 2026

Weedmaps | Irvine, CA

- Built Weedmaps' design system from scratch, achieving full adoption across all 6 product teams in the EPD organization.
- Established a token-based Figma library paired with Storybook documentation, replacing ad hoc and inconsistent UI patterns company-wide.
- Set up Figma Code Connect and Figma MCP to link design system components directly to production code, accelerating design-to-development handoff.
- Led design for a site-wide React migration, updating every surface of the B2C site to the latest components and tokens and resolving a decade of accumulated design debt.
- Tools: Figma, design tokens, Claude, Builder, Storybook.

Product Designer • Jun 2019 – Nov 2021

Weedmaps | Irvine, CA

- Designed B2B product surfaces across Dashboard, Analytics, Business Management, Brand Management, Menu Management, and Team Management.

Junior Production Designer • Jun 2017 – Jun 2019

Weedmaps | Irvine, CA

- Delivered graphic design and UI production work supporting product and marketing initiatives.
- Tools: Photoshop, Sketch, Abstract.

Artist & Designer • 2010 – 2016

Pretentious Arts

- Created game art and interface design for titles built in Unity and Adobe Animate.
- Completed freelance graphic and layout design projects for a range of clients.

Skills

Design Systems • Figma • Design Tokens • Storybook • 0-to-1 Product Design • B2B & B2C Product Design • AI-Augmented Design Workflows (Claude) • Cross-functional Collaboration • UI/UX Design • Photoshop • Sketch • Abstract

Education

Bachelor of Fine Arts (BFA), Graphic Design • 2011 – 2016

California State University, Fullerton — Graduated Cum Laude

Associate of Arts (AA), Graphic Design • 2007 – 2009

FIDM — Graduated Cum Laude