

Benny Aarup

Lead Product Design Consultant

Lead Product Designer / Product Execution Consultant (AI-Native) | Enterprise Systems, Product Architecture & Delivery

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PROFILE

I am a lead product designer and AI-native product execution consultant specializing in enterprise systems, product architecture, and delivery. I turn complex requirements into structured, implementation-ready product solutions.

CORE CAPABILITIES

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|------------------------------------|-------------------------------|
| + Enterprise product design | + Product architecture |
| + Complex workflow design | + Design systems |
| + Implementation-ready prototyping | + Stakeholder alignment |
| + Figma systems and documentation | + AI-native product execution |

SELECTED EXPERIENCE

Toptal Lead Product Design Consultant	March 2015 - Present Distributed team
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Working through Toptal's global consulting network, I deliver product design and product execution across complex enterprise environments. My latest engagement is with a confidential client in the shipping industry, contributing to a large-scale digital product environment supporting complex operational workflows. I work directly with product leadership and domain stakeholders to translate evolving business requirements into clear, executable product systems. This involves structuring product logic, defining user flows, resolving ambiguity, and establishing consistent foundations across interconnected product experiences. My role extends beyond interface design into product architecture and execution. I help shape how requirements are understood, validated, communicated, and translated into implementation-ready outcomes for product, design, and engineering teams.

- Enterprise product design and product architecture
- Complex workflow and interaction design

Azira Lead Product Design Consultant	October 2021 - October 2022 Los Angeles, CA
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Delivered product design and system structuring for a large-scale operational intelligence platform providing place-based insights and human movement data to enterprise clients. The platform supported decision-making for more than 200 Fortune 500 companies, combining complex datasets, real-time processing, and advanced analytics. Focused on improving clarity, usability, and decision support across a highly data-intensive product environment.

- Defined product structure and navigation for interacting with large-scale datasets
- Translated analytical requirements into clear, usable product flows and interfaces

Caliber Lead Product Design Consultant	December 2019 - October 2021 New York City Metropolitan Area
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Delivered product design and system structuring for a digital platform combining mobile and web applications for a data-driven fitness and coaching service. The platform required coordination across multiple product surfaces, including dashboards, user flows, and real-time interaction between users and coaches. Focused on structuring product experience and establishing scalable foundations across both mobile and web environments.

- Defined product structure and interaction flows across mobile and web applications
- Established component-based design system foundations to support consistency and scale

CONTINUED EXPERIENCE

BRIDGESTONE JAPAN

January 2019 - December 2019

Lead Product Design Consultant

Remote

Delivered product design and system structuring for an enterprise dashboard platform supporting data visualization and business intelligence across a global organization. The system served more than 140,000 users and was built on top of Power BI, requiring consistency, scalability, and clear interaction patterns across a high-volume user base. Focused on improving system structure, usability, and scalability across the dashboard environment.

Skanska

March 2018 - December 2018

Product Design Consultant

Worked on digital systems supporting large-scale construction and infrastructure projects. Focused on structuring document management and operational workflows within a complex, multi-stakeholder environment.

Expo 2020 Dubai

November 2017 - March 2018

Product Design Consultant

Remote

Contributed to the design of digital products within a large-scale international infrastructure and event environment. Worked across complex stakeholder groups and evolving requirements to structure clear and usable product experiences.

EBSCO Information Services

October 2016 - November 2017

Product Design Consultant

Remote

Supported digital product work within a large-scale information services environment serving enterprise and institutional clients. Focused on improving product structure, usability, and consistency across complex content and data-driven systems.

Mastercard

February 2016 - November 2016

Product Design Consultant

Singapore + Chiang Mai

Delivered product design and system structuring for digital product initiatives within a global financial services environment operating in a highly regulated and data-sensitive domain. Focused on structuring product experiences and aligning business requirements, user needs, and technical constraints.

RemoteJobs

June 2015 - June 2016

Founder

Remote

Designed and developed a remote jobs listing web application.

DFJ

March 2015 - June 2015

Lead UX/UI designer

Remote

Designed and developed a landing page for one of the Israeli portfolio companies with more than 250M users.

KMD

August 2011 - February 2012

Business Development Analyst

Ballerup, Denmark

KMD's position as one of Denmark's leading IT and software companies is founded on insight - insight rooted in Denmark's public sector but now also being applied in the private sector.

EDUCATION

Meta

Front-End Developer Professional Certificate

2024 - Ongoing

Copenhagen School of Design and Technology

Academy Profession Diploma in UX Design

2012

Copenhagen Business School

BSc. Business, Asian Language, and Culture

2006 - 2011

PUBLICATIONS

Atomic Design Theory

Enterprise design systems

2025

UX Design Dictionary

UX and product design reference

2020