Senior UX/UI Designer

FIVE PACK

Overview

Ryan is a highly experienced Senior UX/UI designer with a remarkable career spanning 25 years, encompassing product development strategy, experience design, and innovation. With 15 years of leadership expertise in program/product management, marketing, UX design and research, enterprise design, and business development, Ryan has consistently demonstrated a versatile skill set. An Agile development PMP certified professional, Ryan is also pursuing a PhD in Ethnography and Human-Centered Design at DePaul University, focusing on predictive analytics and ethnographical/ancestral deviations in behavior. This combination of extensive industry experience and ongoing academic pursuits reflects Ryan's commitment to delivering exceptional results and staying at the forefront of UX design advancements.

Skills

- UX Design
- Usability Research & Testing
- Product/Program management
- Visual Design
- Mobile/Wearable App Design
- AR/VR/MR Experience
- Voice & Conversation Design
- Analytics & Performance Metrics
- Figma, Sketch, Balsamiq, AdobeCS

Experience

Senior UX/UI Designer

Five Pack • Tulsa, OK Remote
Mar 2023 - Current

- Led the art direction and assumed the role of Art Director for a high-profile client's mobile application, successfully guiding the visual design and overall creative direction of the project.
- Oversaw a team of designers, providing mentorship, direction, and feedback, resulting in cohesive and visually stunning deliverables while ensuring adherence to project timelines and quality standards.
- Leveraged expertise in UX methodologies, by facilitating the initial setup of a comprehensive FigJam file to streamline collaboration, and by offering initial feedback on program processes.

Practice Director / Experience Design

Unify Consulting • Chicago, IL
Jun 2021 - Feb 2023

- Established and grew a national XD practice supporting 6 markets.
- Managed and coached a team of UX Designers, Researchers, and Strategist, by setting up processes and opportunities to hone their skills, be client focused, and transition into UX leads.
- Designed a new layout and homescreen for Microsoft's Coherence Design System.
- Lead a redesign of Microsoft's AMMP, the logistics and procurement tool for Xbox ordering for Big Box partners.
- Designed and built a new marketplace for Amazon Web Services supporting new cloud capabilities.

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Experience (Continued)

Director of User Experience

Smith Agency • Chicago, IL
Jun 2021 - Jan 2023

- Evaluated SMITH's user experience across their existing clients and deliverables to identify new opportunities for development and design process improvement.
- Focused primarily on eCommerce and how to support prototyping, testing, and overlapping research that would be accessible to our clients.
- Lead the engagement for building a new headless strategy for Kennametal, SMITH's largest client and established a design system across their products and integrations.
- Delivered new UX strategy for Coty's Experience Design team and ecommerce sites. Utilized Design Thinking workshops across their digital landscape.

Sr. Director Global Design Solutions

Marriott International • Bethesda, MD
Aug 2017 - Dec 2020

- Lead digital and product design for Global Solutions.
- Created digital and product roadmap to meet corporate integration strategy across Marriott's brands. Evaluated new business opportunities and built revenue projections. Design Lead for the Bonvoy Mobile App and digital Properties.
- Increased design team's velocity by establishing key focus areas, clear priorities and eliminating distractions.
- Managed re-architecture of key products that with a plan to boost revenue by 30% by Q1 of 2019.

Practice Area Lead, Experience Design

Slalom • Chicago, IL
Jan 2015 - Aug 2017

- Managed and coached a team of UX Designers, Product Strategists, Researchers, and Brand Designers, helping them grow their skills, increase productivity and create remarkable products.
- Collaborated and launched Slalom's PEM (Product Engineering Methodology) which was a UX-lead, peer design process for rapid development and iterative design.
- Solution owner for next generation digital platform for US Foods, which built on a cohesive customer experience across every channel. Crafted roadmap and executed on initial feature set.

Product Owner

Google - Waymo • Chicago, IL
Apr 2013 - Jan 2015

- Led a team of Researchers, product designers and business analysts for the Human- Experience for Waymo's Autonomous car. Developed roadmap, authored product requirements and identified test partners. Formulated platform test strategy to coincide with international law.
- Launched completely revamped WaymoSync (Pre-cursor to Android Auto) product. Created and executed roadmap for product. Worked closely with engineering, operations and customer support teams to ensure a successful product integration.

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Experience (Continued)

Sr. UX Manager - Analytics

Google - Waymo • Chicago, IL
Jun 2011 - Apr 2013

- Managed all UX aspects of Google's analytics platform. The system is deployed to 30-50 million websites worldwide, and processes in excess of 15 billion actions per day.
- Led a team of designers, strategists and researchers integrating the demographic feature across all channels. Designed and implemented integration between Analytics and Gmail that enabled users to seamlessly share reports across their team, as well as to external users.

Sr. Director - Web Product

TravelClick • Chicago, IL
Jun 2010 - Jun 2011

Interactive Director

Accenture • Chicago, IL
2004 - 2010

Art Director

Paperstreet Productions • Grand Rapids, MI
1997 - 2004

Education

PhD Human Centered Design (Candidate)

DePaul University
Chicago, IL
On-hold from Coronavirus Pandemic

MBA Design and Innovation

University of Michigan
Grand Rapids, MI
2009

MS Human Computer Interaction

University of Michigan
Grand Rapids, MI
2006

BFA Visual Communication

Ferris State University
Grand Rapids, MI
2004