

Ryan Clarke

Product designer

ryanalanclarke@googlemail.com

Portfolio: Ryan-a-clarke.notionlinker.com

linkedin.com/in/ryan-clarke-a220

Experience

Product designer | SmartSurvey

Aug 2023 - Present / (Remote) Tewkesbury, UK

Outline: Working for a tech SaaS company within the data collection sector. The platform essentially allowed users to build, customise, and distribute surveys for their organisations. Additionally, it provided features for collating and customising dashboards and features to facilitate data analysis and reporting.

Key Responsibilities:

- Following a full-stack design process from initial idea through to fully shipped product
- Utilising tracking plans and analytics to help build understanding and inform decisions
- Working closely with product managers and engineers to prioritise and ship work.
- Cross team collaboration working with specialists and key stakeholders.
- Planning, facilitating, and synthesising user research via interviews and user testing

Key Achievements:

- AI automated survey creation process: **Retention +12% and reduced survey creation time by 38%**
- Added additional Survey Logic via Carry Forward Answer choices - **Valued at 36K**
- Implemented and prioritised Design system - **Reduced design inconsistencies by 30% and accelerated development time by 26%. Valued at 41k**
- Improved on-boarding checklist - **On-boarding time -22% and new user retention +11%**

Product designer | CybSafe

Aug 2022 - Jul 2023 (1 year) / (Remote) London, UK

Outline: Working for a tech start-up SaaS company within the Cybersecurity sector. The platform essentially covered training users and educating them on security practices, facilitating campaign set-up, allowing users to customise the platform, adding gamification to boost engagement and creating work flows to allow off-platform touch-points.

Key Responsibilities:

- Following a full-stack design process from initial ideation through to shipped product
- Mapping out wire-frames, flows and user journeys as well as rapid prototyping
- Leading design for 2 squads by supporting the planning and facilitation of design
- Working closely with product managers and engineers to ship new features improve old ones.
- Collaborating on creating clear, concise and detailed design documentation
- Contributing to the planning, facilitating and synthesis of user research

Key Achievements:

- Re-designed phishing flow to retain customers valued at **64k ARR**
- Added gamification elements which **increased engagement 13% - Valued at 57k ARR**
- Created an email schedule flow to allow users to download reports - **Downloads increase 13%**
- Introduced a requested report type adding user value - **Valued at 54k ARR**

Product Designer | Mobas

Feb 2021 - Sep 2022 (1yr 8 months) / (Hybrid) Cambridge, UK

Outline: Working in an agency/consultancy to produce a variety of digital products ranging from creating concepts designing potential SaaS platforms through to CMS website creations and other requirements of the business from printed documents through to brand designs and brand collateral. This followed scoping of projects through to initial ideation and final output.

Key Responsibilities:

- Following a design thinking process from initial scoping session through to shipped product
- Mapping out wire-frames, flows and user journeys as well as rapid prototyping
- Sole designer for all digital products and lead design within my team.
- Working closely with project managers and engineers to ship new products and improve old ones.
- Collaborating on creating clear, concise and detailed design documentation
- Contributing to the planning, facilitating and synthesis of user research

Skills

Design

- Wire-framing
- User flows and Journey maps
- Interaction design
- Visual design, Brand design and Style-guides
- Prototyping via Figma and Proto-pie
- Design System creation
- Responsive design
- Motion design via After Effects
- Information Architecture
- Maintaining Accessibility Standards

Collaboration

- Organising Workshops
- Facilitating Design Critiques
- Strategising via 3 amigos (PM, Lead and Design)
- Stakeholder Reviews and Demos
- Planning and documenting Research proposals

Research

- Creating Test Plans and Scenarios
- Data analysis via Mix-panel, Hotjar
- A/B and Unmoderated User testing via Useberry
- User Interviews, Surveys and Moderated user tests
- Analysing Results and Identifying Pain Points

Soft Skills

- Creative and Critical Thinking
- Empathy and User-Centric Approach
- Adaptability and flexibility
- Dealing with ambiguity

Tools

Design

Figma, Adobe Creative Cloud, Procreate, Proto-pie

Research

Google forms, Useberry, Product Board, Mix-panel, Hot-jar, User-interviews and Type-form

Project management / Collaboration

Notion, Slack, Teams, Gong, Miro, Whimsical

*Please note the prototyping tools and frame works shown are just personal preference but I am happy to learn any tools relevant to the role.

Education

BA (Hons) Graphic and communication design

(2016 - 2019)

Grade: First Class honours

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Experience

Key Achievements:

- Improved sign-up for mental triage client - **engagement rose by 21% - Valued at £23K**
- Customised design system **reduced** overall **build time by 50%** for CMS sites - **Valued at 80K**
- Created a bespoke learning platform for Royal society of chemistry - Valued at **30K**
- Created a custom website for Cancer alliance client - **Valued at 26k**

Product designer | Snowing Data

Apr 2020 - Mar 2021 (1 year) / (Remote) Haverhill, UK

Outline: Working for a tech start-up helping small businesses to set-up websites and a variety of concepts for platforms working face to face with clients and CEOs in order to create a range of flows, wire-frames and prototypes as well as engaging with other forms of brand creation and collateral.

Key Responsibilities:

- Mapping out wire-frames, flows and user journeys as well as rapid prototyping
- Sole designer for all digital products and lead design within the team.
- Working closely with project managers and engineers to create concepts
- Collaborating on creating clear, concise and detailed design documentation
- Contributing to the planning, facilitating and synthesis of user research
- Contributing to design system to simplify hand-over and reduce overall processes.

Key Achievements:

- Produced UI and prototypes for camera use in interrogation rooms pitch - **Value 19K**
- Custom design web / mobile application for emergency services - **Valued at 25K**

References

References available on request.