Neil Ranada

User Experience Research & Design

Summary

I am a U.S. Navy pilot turned User Experience Designer. Under the umbrella of UX Design, I specialize in User Research and Interaction Design. I like efficiency and practice design thinking backed by qualitative and quantitative research. I solve challenging problems by making mobile apps, websites, and other digital products easier to use so that people can focus on what matters most to them.

Experience

UX Research & Design

Freelance | Los Angeles, CA | Jan 2016 to Present

- User experience research and design consultation for various clients
- Increased user control over map experience for mobile travel app concept
- Streamlined customer checkout process for medical research fundraiser site
- Designed desktop application concept for simple content management
- Conducted click-tests and improved navigation flow for a client's website

Navy Helicopter Pilot & Program Manager

U.S. Navy | San Diego, CA | Norfolk, VA | Manama, Bahrain | Apr 2008 to Dec 2015

- Oversaw aviation safety programs for helicopters in Western U.S. & overseas
- Used specialized planning skills to advise leadership on using strategic assets
- Helicopter Pilot leading crews in logistics, search & rescue, and disaster relief

Education

M.A. Interdisciplinary Studies with emphasis in International Relations

University of Oklahoma, Norman, OK

B.A. Geography

University of Washington, Seattle, WA

Contact

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Portfolio

www.neilranada.com

Design Process

- User Research
- Info Architecture
- Experience Mapping
- Personas
- User Stories & Flows
- Wireframes
- Prototyping
- Usability Testing

Design Tools

- Pen & Paper
- Whiteboard
- Illustrator
- Photoshop
- Sketch App
- InVision
- Adobe XD
- UserTesting.com
- UsabilityHub

Code Tools

- HTML
- CSS
- Javascript
- GitHub