

# Neil Ranada

USER EXPERIENCE DESIGNER

## Contact

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## Design Process

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Interviewing  
User Personas  
Experience Mapping  
Card Sorting  
Affinity Diagramming  
Competitive Analysis  
User Stories  
User Flows  
Information Architecture  
Content Analysis  
Sketching  
Wireframing  
Prototyping  
A/B Testing  
Usability Testing

## Design Tools

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Whiteboard  
Sharpie & Paper  
Optimal Card Sort  
Google Sheets  
Draw.io  
Photoshop  
Illustrator  
Sketch App  
InVision  
Adobe XD  
UsabilityHub  
UserTesting.com

## Development Tools

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HTML  
CSS  
Javascript  
GitHub

## SUMMARY

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Lead companies in understanding their customers to create meaningful products and services and elevate their value. Owning entire UX design process from user research, interaction design, wireframes, high-fidelity mockups, to interactive prototype

## EXPERIENCE

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### UX Teaching Assistant — UC Irvine Continuing Education Program

Feb 2018 – Present | Irvine, CA

Guide 30 students in collaborative UX exercises, emphasizing the value of research for understanding people's needs and creating solutions through iterative design and testing

### UX Researcher & Designer — Gearoe.com

Dec 2017 – Jan 2018 | Remote

UX Research and Design for Gearoe, a Denver based seed-stage startup. Advised the CEO and CTO directly. Interviewed business owners and managers in the outdoor industry to understand their needs. Used the results to prioritize features for Gearoe's new rental booking platform. Used Sketch App to design a high-fidelity dashboard for the founders to pitch at the Outdoor Retailer Show attended by leading industry brands. In one month, Gearoe secured two business clients one of which worth over \$500k annual revenue stream

### UX Researcher & Designer — Wander

Jan 2017 – Apr 2017 | San Diego, CA

Conducted ethnographic study and interviewed over 10 travelers between San Diego, CA and the Philippines. Identified problems in their walking experience. Created Adobe XD prototype for mobile app concept designed to make it easier to plan walking paths

### UX Researcher & Designer — Hydrocephalus Walk

Oct 2016 – Dec 2016 | San Diego, CA

Facilitated usability study which revealed customer friction points in their attempts to make donations. Produced Sketch App mockups exported into InVision to create an interactive prototype. Three usability tests via UserTesting.com resulted in 100% task completion rate for all participants, validating the new streamlined checkout process

### Helicopter Pilot & Program Manager — U.S. Navy

May 2005 – Dec 2015 | Manama, Bahrain | Norfolk, VA | San Diego, CA

Solved complex problems while leading cross-functional teams in a dynamic environment as a Helicopter Pilot, Mission Planner, and Aviation Safety Program Manager

## EDUCATION

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M.A. International Relations | University of Oklahoma | Norman, OK  
B.A. Geography | University of Washington | Seattle, WA