

# Neil Ranada

## User Experience Research & Design

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Designer with over 10 years of professional experience in aviation, aerospace, and defense. I practice design thinking backed by quantitative and qualitative 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

### Freelance UX Researcher & Designer

Jan 2016 to Present

- Conducted user research to increase user control over map experience
- Facilitated usability testing for a medical research fundraising website
- Created wireframes and user flows for content management application
- Provided UX consultation to improve navigation layout for a personal website

### U.S. Naval Aviator & Program Manager

May 2005 to Dec 2015

- Aircraft carrier based pilot & mission commander leading crews in \$20M+ aircraft
- Conducted quality control for a successful \$3.4M test flight project for Raytheon
- Aviation safety program manager for 13 squadrons in the U.S. and Pacific region
- Prioritized customer concerns and led a cross-functional team to find solutions
- Analyzed human factors contained in aircraft mishap investigations

## Education

### Arthur UX Workshops

Mapping Micro-experiences, Digital Prototyping, Testing Designs with Users

### Digital Telepathy Workshops

Essentials of Product Design, Essentials of Customer Interviews

### Nielsen Norman Group

User Experience Basic Training

### Bloc, io

User Experience Design, User Interface Design, and Front-end Development

### M.A. Interdisciplinary Studies with emphasis in International Relations

University of Oklahoma, Norman, OK

### B.A. Geography

University of Washington, Seattle, WA

## Design Process

Content Analysis

Interviews

Experience Mapping

Personas

Competitive Analysis

User Stories & Flows

Information Architecture

Sketching

Wireframes

Prototypes

Usability Testing

## Design Tools

Pen & Paper

Whiteboard

Optimal Card Sort

Photoshop & Illustrator

Balsamiq

Sketch

InVision

Adobe XD

UserTesting.com

UsabilityHub

## Development Tools

HTML

CSS

Javascript

GitHub