

# Neil Ranada

USER EXPERIENCE DESIGNER

## Contact

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## Design Process

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

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

## Development Tools

HTML  
CSS  
Javascript  
GitHub

## EXPERIENCE

### Freelance UX Research & Design

Jan 2016 – Present | Orange County, CA

Lead companies in understanding their customers to create meaningful products and services and elevate their value

### UX Teaching Assistant

Feb 2018 – Present | University of California, Irvine

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

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

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

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

## PROJECTS

### Gearoe.com

Dec 2017 – Jan 2018 | Remote

UX Research and Design for Gearo, a seed-stage startup based out of Denver. Advised the CEO and CTO directly. Interviewed business owners and managers in the outdoor industry to understand their needs, and used the results to prioritize features for Gearo'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, secured two business clients with one worth over \$500k annual revenue stream

### 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

### 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

## EDUCATION

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