# 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
Optimal Card Sort
Google Sheets
Draw.io
Photoshop
Illustrator
Sketch App
InVision
Adobe XD
UsabilityHub
UserTesting.com

## Development Tools

HTML
CSS
JavaScript
GitHub

## SUMMARY

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

### 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 Gearo, 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 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, Gearo 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

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