

# Neil Ranada

## User Experience Research & Design

www.neilranada.com | neil.ranada@gmail.com | 425-212-7700 | Los Angeles, CA

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

- Conduct user research to increase user control over map experience
- Facilitate usability testing for a medical research fundraising website
- Create wireframes and user flows for content management application
- Provide 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

User Research

Information Architecture

Experience Mapping

Card Sorting

Interviews

Personas

User Stories & Flows

Wireframes

Prototypes

Usability Testing

## Design Tools

Pen & Paper

Whiteboard

Optimal Workshop

Illustrator

Photoshop

Balsamiq

Sketch

InVision

Adobe XD

UserTesting.com

UsabilityHub

## Development Tools

HTML

CSS

Javascript

GitHub