Neil Ranada
USER EXPERIENCE DESIGNER

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EXPERIENCE

Freelance UX Research & Design
Jan 2016 – Present | Orange County, CA

Lead companies in understanding their customers to create meaningful products and services with elevated 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, then designing and testing solutions iterative process

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

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

Wander
Jan 2017 – Apr 2017 | San Diego, CA

Created travel app prototype after conducting an ethnographic study and interviewing travelers in San Diego and the Philippines to identify problems in their walking experience

Hydrocephalus Walk
Oct 2016 – Dec 2016 | San Diego, CA

Facilitated usability testing which revealed customer friction points in attempts to make donations, leading to a prototype re-design with a more streamlined checkout process.

EDUCATION

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

DESIGN PROCESSES

Interviews, Card Sorting, Affinity Diagramming, Information Architecture, Personas, Experience Mapping, User Stories & Flows, Wireframing, Prototyping, Usability Testing

TOOLS

Sketch App, AdobeXD, Photoshop, Illustrator, Whiteboard, Google Sheets, InVision