

Rayan Bouajram

Product Designer

CONTACT

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760.855.4120

Denver, CO

EDUCATION

California State University

BS, Computer Science

2012

SKILLS

Responsive Design

User Research & Synthesis

Wireframing

User Journeys/Flows

Content Writing

Rapid Prototyping

Product Strategy

Branding

Motion Design

Design Sprint Process

SOFTWARE

Figma

XD

Principle

Sketch

Lucidchart

Photoshop

Illustrator

TECH

Terminal

HTML + CSS + JS

GIT

WORKSHOPS

- “How to Create Your Pitch”
- “Create Values-Driven Teams”
- “Native vs Mobile Web App Development”
- “Building Tribe: Art of Creating Results through Relationship”

EXPERIENCE

ServiceNow – Staff Product Designer (Lead)

SEPT 2019 - PRESENT | CHICAGO, IL

Led the Mobile Builders UX team. Defined product strategy by identifying top customer problems, validated solutions, and designed new projects that led into the next generation products. Launched Mobile App Builder and Mobile Card Builder, enabling developers to create and manage consumer-grade workflows and customize card layouts at a global scale, which resulted in 5-10x faster task completion and excellent NPS score. Other contributions include establishing universal builder patterns and system-level design as well as automation. Coached and mentored designers on best practices for conducting research, design sprint plans, and facilitating workshops, and an advocate for inclusion.

Tealium – Lead Product Designer, Software Developer

AUG 2012 – SEPT 2019 | SAN DIEGO, CA

Joined as the company’s first designer in 2012, since then contributed in establishing the vision for Tealium’s suite of products that helped grow company from 10MM to over 100MM. Led the UX team. Designed, tested and delivered final prototypes (along with writing production code) on multiple projects: iQ, EventStream, AudienceStream, DataAccess. These products are designed to solve critical problems for developers and marketing analysts. Facilitated research and design sprint workshops that created outrageous value for the company and extracted key findings with metrics used to inform product strategy. Constructed end-to-end journey maps to use as a communication tool among cross-functional teams. Due to the startup nature, free time was spent refactoring system design to handle scale, lower memory footprint, and increase product performance by up to 94%.

Smartwave Media – Principal Designer & Developer

JUNE 2006 – JAN 2012 | SAN DIEGO, CA

Developed and maintained over 36 websites for small and medium sized businesses using WordPress development, including HTML, CSS, JavaScript, PHP, SQL, Perl, and other custom frameworks. Built close relationships with customers and key stakeholders; ensuring project teams and clients understood roles, responsibilities and the vision of project. Managed changes in project scope, and identified potential issues, that would modify project budgets and workflow. Improved customer success, driving increased client referrals while partnering with up to 12 contractors to deliver consistent quality results and exceed customer expectations. Drove continuous improvements in process development practices by staying up-to-date with next-generation user experiences and technology.