Ryan Kropp

UX Designer | Product Designer | Front End Developer
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Creative UX/UI Designer skilled in developing engaging customer-facing applications. Proven in translating product strategy into seamless user experiences, conducting usability tests, and integrating findings for optimal design solutions. A collaborative and detail-oriented professional that excels in working with cross-functional teams. Effective problem-solver who thrives under pressure, embraces challenges, and values continuous learning experiences.

Professional Experience

Lead Product Designer
IMSurge
April 2024 - Present

➜ Led the redesign of an existing application to streamline tasks and improve usability.
➜ Used Figma to create wireframes, visual designs, and interactive prototypes to present and test consumer-facing applications.
➜ Conducted extensive user research to identify customer pain points.
➜ Redesigned the application's user interface to create a more intuitive and visually appealing experience.
➜ Ensured designs were responsive and accessible.
➜ Introduced features and design changes that reduced task completion time.
➜ Managed the project timeline, resources, and deliverables to ensure on-time completion.

UX Designer II
Savana Inc.
November 2021 - February 2024

➜ Led the end-to-end design of an online banking system, contributing to its inception and development.
➜ Conceptualized wireframes, visual designs, and interactive prototypes for consumer-facing applications.
➜ Collaborated closely with developers and product managers, ensuring seamless integration of design elements.
➜ Played a pivotal role in updating an existing enterprise product, enhancing user experiences and functionality.
➜ Established and maintained a comprehensive design system for consistency across multiple projects.

Digital Marketing /Online Banking Specialist
The First National Bank & Trust Company of Newtown
June 2017 - November 2021

➜ Redesigned and coded a new website User Interface prototype.
➜ Updated and managed the website using the WordPress platform.
➜ Orchestrated and beta tested new software implementations to the online and mobile app.
➜ Created various graphics for website, mobile app, and print use.

Professional Skills

Agile
Design Systems
Figma
Graphic Design
HTML & CSS
Interaction Design
Java
Javascript
MySQL
Prototyping
Usability Testing
User Flows
User Research (UXR)
User Interface (UI) Design
User Experience Design
VB.Net
Wireframing

Personal Skills

Analytical
Collaboration
Communication
Creativity
Critical Thinking
Efficiency
Empathy
Flexibility
Leadership
Management
Organization
Reliability

Education

Bucks County Community College

AS: Computer Science