Ryan Kropp

UX Designer | Front End Developer — Pennington, NJ 08534

Results-oriented UX Designer with a proven track record in conceptualizing and implementing user-centric designs. Possesses a unique balance of analytical, detail-oriented, and interpersonal skills. A proven problem solver who works well under pressure and is willing to rise to new challenges and learning experiences.

UX Designer II — Savana Inc.
November 2021 - February 2024

- Spearheaded the end-to-end design of an innovative online banking system, contributing to its development from inception.
- Conceptualized and crafted wireframes, visual designs, interactive prototypes, and mockups for consumer-facing and enterprise applications.
- Conducted user research to understand customer needs and pain points, translating findings into intuitive and efficient user interfaces.
- Collaborated closely with cross-functional teams, including developers and product managers, to ensure seamless integration of design elements.
- Played a key role in updating an existing enterprise product, bringing a fresh perspective to enhance user experiences and functionality.
- Led the establishment and ongoing maintenance of a comprehensive design system, ensuring consistency across multiple projects.

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

- Responsible for redesigning and coding a new website User Interface prototype.
- Update and Operate current website using the WordPress platform.
- Orchestrated and beta tested new software implementations to the online banking service and mobile banking app.
- Managed the implementation of website changes by third party.
- Created various graphics for website, mobile app, and print use.
- Balanced daily tasks and projects to meet tight deadlines.
- Member of the Marketing and Safety Committees.

Inside Sales Coordinator — Premier Rides
June 2016 - October 2016

- Create and maintained a world-wide database of client contacts
- Create and maintained an up to date document of potential business opportunities
- Create various document templates to help improve and streamline daily tasks

Store Manager — Total Hockey
September 2012 - April 2016

- Perform opening and closing POS systems start ups and close-outs.
- Created a set of spreadsheets and documents to organize and streamline daily tasks, these were distributed and adopted company-wide.
- Monitor inventory level and prepare requisitions to replenish inventory on hand.
- Helped coordinate and oversee the operation of multiple "Goalie Demo" events.
- Earned location's first ever "Store of the Year" award.

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Professional Skills
Design Systems
Figma
Graphic Design
HTML/CSS
Interaction Design
Java
Javascript
MySQL
Prototyping
Usability Testing
User Flows
User Research
VB.Net
Wireframing

Personal Skills
Analyitcal
Customer Service
Creativity
Critical Thinking
Design
Efficiency
Empathy
Leadership
Management
Organization
Team Building

Education
Bucks County Community College

AS: Computer Science