RYAN FARRELL

Content strategist, UX writer & content design leader. Write, design, build & grow —sometimes in that order.

CONTACT INFO

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EXPERIENCE

Content Strategist, GoodRx: 2018 – Present

Strategic research for all content channels; earned, owned and emerging. Growth forecasting and analysis. Infographic design and data vizualizations.

Owner, Daily UX Writing: 2018 – Present

I started this as a hobby while on paternity leave. Built it into a community of over 3k (and growing) product makers all learning to be better UX Writers.

Advisor & Course Author, UXWC: 2018 – Present

Created by Amazon and Google alumnus. Provide SEO advice, course material, and generally serve as a sounding board for the founders.

Sr. UX Writer, TrueCar: 2016 – 2018

The only UX Writer in a department of 200 designers, PMs, devs and data scientists. Research, write, design and test in multiple automotive product verticals.

Director. Creative Strategy, Wpromote: 2011 – 2016

Founded and oversaw creative department within 200-person agency. Primary architect of messaging and UX strategy for all enterprise clients.

Drummer, Guttermouth: 2005 – 2011

Traveled 5 of the 7 continents, played music in front of 10's of 1000's of people, and learned teamwork while crammed in the back of a tour van.
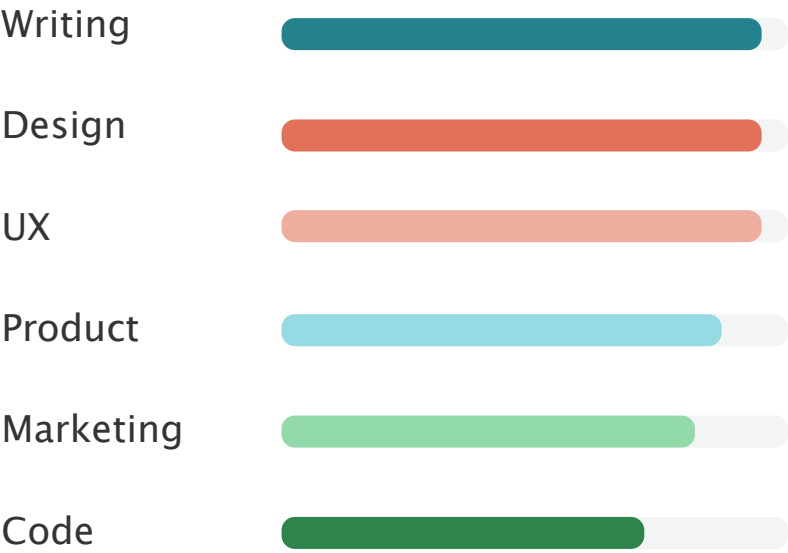
EDUCATION

B.A. Political Science, **CSULB**
Pre-law. Graduated with honors in 2007

UX Design, **General Assembly**
Design, research and usability training

Front-End Web Dev, **General Assembly**
HTML5, CSS3, Javascript

CREATIVE SKILLS

Writing

Design

UX

Product

Marketing

Code

CODING SKILLS

HTML   CSS   JS   Python

SOFTWARE

G-Suite

Adobe CC

Sketch

MS Office

Agile

HOBBIES

Cooking   Music   Surfing   Golf