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 ran a creative shop within 200–person award–winning digital agency. Primary architect of messaging and UX strategy for all enterprise clients.
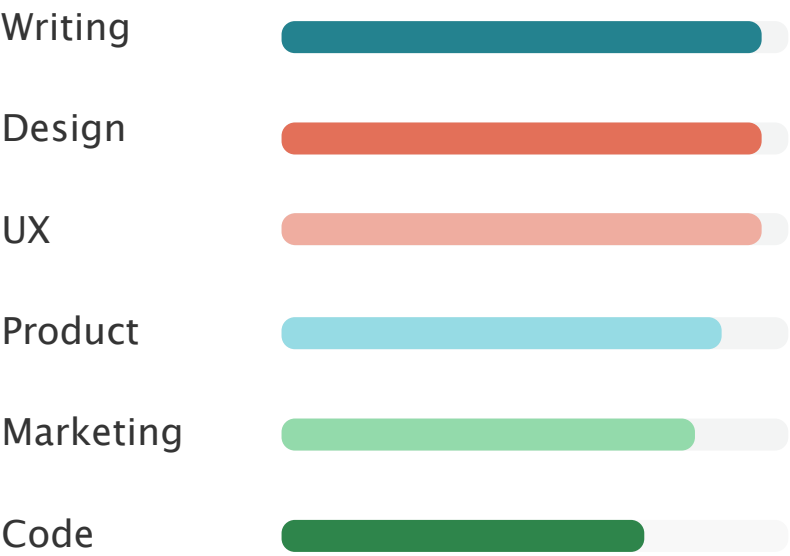
Drummer, Guttermouth: 2005 – 2011

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 at CSULB: 2001 – 2007

Pre-law. Graduated with honors. Did the last several semesters from the road. I do not recommend.

UX, FEWD and JS at General Assembly: 2016 – 2018

UX design, research and usability training. CSS 3, HTML5 and JS with some Angular and React.

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