



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

CONTACT INFO
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p: (310) 938-2779

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 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.

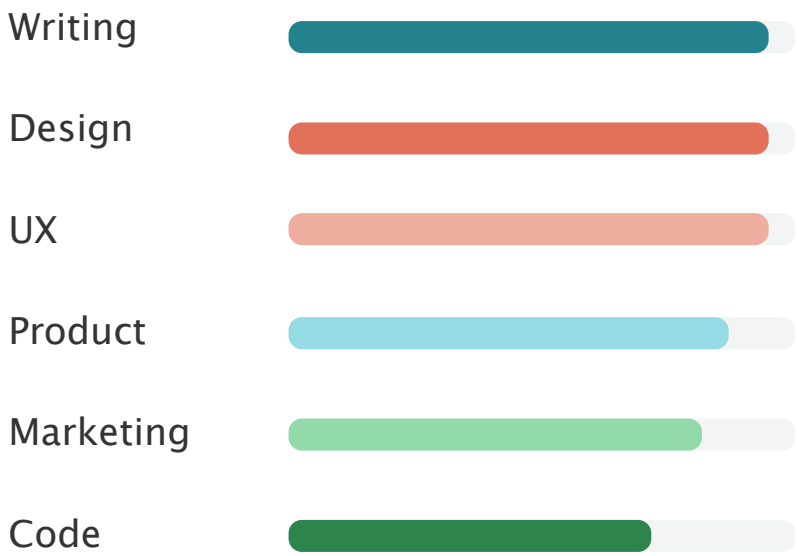
Drummer, Guttermouth: 2005 – 2011
Traveled 5 of the 7 continents, played music in front of 10's of 1000's of people, and learned teamwork while crammed in the back of a tour van.

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

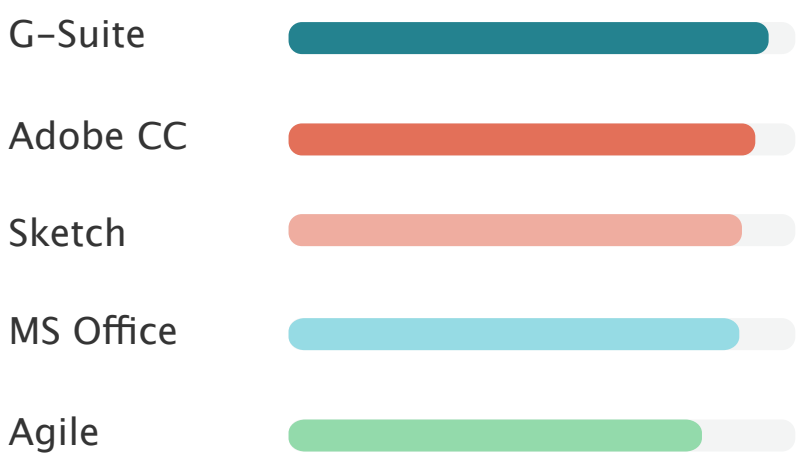
CREATIVE SKILLS



CODING SKILLS



SOFTWARE



HOBBIES

