



sayHello@ryanwillcard.codes

Ryan Williamson-Cardneau

a://2618 Patricia Court Ann Arbor, MI 48103

p:// 734/221/0965

Experience

Senior Developer/UX Engineer/IA

re:group Integrated Marketing 2013 – Present

- Collect insights by creating user surveys, leading user testing, and facilitating A/B testing
- Incorporate user data into UI designs
- Generate content outlines, site maps, and interactive wireframes
- Collaborate with clients to ensure that the delivered product meets expectations

Design Victory

- In 2015, I completed a website redesign for a Michigan medical practice. With the previous design, only 30% of users were able to successfully use the “Find a Doctor” tool. On the new site, over 80% of users find the correct doctor or facility.

Lead Developer/UX Designer

Stone Interactive Group 2010 – 2013

- Managed four to six development projects at a time, while handling support tickets
- Maintained live sites by updating UI elements and developing user testing for continued growth of the site
- Worked up from support manager to lead developer through proven proficiency in emerging web technologies
- Leveraged my experience in support for insights into common user issues

Graphic Designer/Front End Developer

Ferris State Admissions Office 2008 – 2010

- Helped to grow the marketing-focused web department from one to a team of five, including four developers and one videographer
- Maintained the marketing website for prospective students
- Maintained brand standards

Graphic Design Intern

Ferris State Design Project Center 2009 – 2010

- Worked with a team of other students to produce a website, brochure, fliers, and buttons for the school’s Good Choices campaign
- Met with the client and presented the campaign to a committee board in order to approve a budget for printing
- Collaborated with a television production team to design and produce a video for the website’s homepage

About

As a child, I wanted to be a jet plane (not a pilot), or maybe a robotic dinosaur. These days, I’m happy to be a web maker, although I haven’t given up the dream of someday being a robot. I love spending my days transforming the web into a friendlier and less frustrating place through user-focused design. To me, this means basing design decisions on research and data to provide users with what they need, when they need it. Sarah Parmenter, Luke Wroblewski, and Jeffrey Zeldman are some of my UX design idols.

Recently, I’ve been working with a professor from my alma mater to better integrate web development practices and processes into the design curriculum. I think it’s critical that new design graduates are familiar with web technologies.

When I’m not making things on the web, I like to make things at home: cooking, dis/re-assembling my bikes, or honing my amateur luthier skills. Once I’m worn out, you’ll often find me lounging with my two dogs (Princess Zelda and Sir Ralph Ralphington III, Esquire) and watching old horror films or re-watching Stargate for the tenth time

Education

Bachelor of Science in Graphic Design

Ferris State University Winter 2005 – Spring 2010

Skills

Proficient in Mac & PC
Browser Optimization

JSON
Angular
PHP

MySQL
Playing guitar
Javascript

Jquery
Velocity
CodeIgniter
HTML5

CSS

SASS

LESS

Grunt

Bower

Gulp

Joomla

Drupal

Magento

Wordpress

CLI

UX

IA

Node

Yeoman

JSlint

Sketch

Photoshop

InDesign

Illustrator

Cycling

Luthier

User Testing

A/B Testing



sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor

Project Overview

The client requested a site that was easy to update and allowed them to direct users to the proper recycling facilities and procedures. We walked through preliminary website and user discovery, as well as user testing. Based on data from the discovery phase, we recommended restructuring the site architecture with improved access through a more engaging recycling guide search. One of the surprising discoveries we made was that users were interested in learning more about what Recycle Ann Arbor brings to the community. Based on that insight, we implemented the “Did You Know” blurbs you’ll see in the website. These blurbs reflect the section that the user is currently viewing and take the user to related information deeper in the site.



sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — Discovery & User Research

...BUT IT'S NOT ORGANIZED, OR EASY TO USE

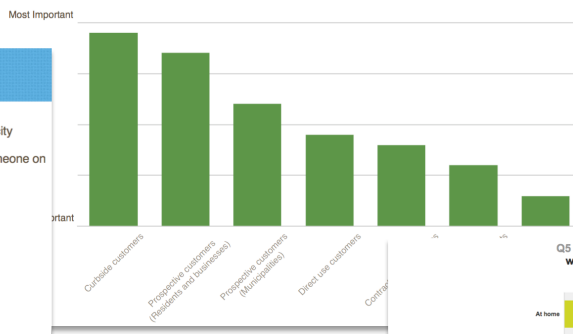
What do you dislike most about the Recycle Ann Arbor website?

- Not organized well
- People aren't finding the info they are looking for, so they call
- SEO is poor on most pages.
- Does not promote Jackson Rd enough
- Design is clunky
- Looks old — early 2000's
- Doesn't fit current image
- Blue collar feel. Should be shiny model
- Too much going on visually
- Contact info and hours hard to find
- Confusion about what to take where

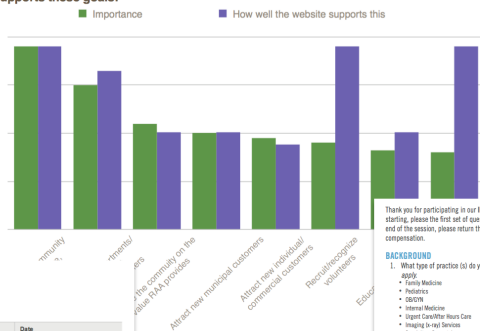
- Recipient of calls that should go to the city
- Impossible to talk through a url with someone on the phone. Need friendlier URLs
- Overlapping and redundant information

CURRENT CURBSIDE CUSTOMERS, FOLLOWED BY PROSPECTIVE CUSTOMERS, RANK HIGHEST AS TARGET AUDIENCES

Rank website target audiences in order of importance.



Please rank the following RAA website goals in order of importance / Rate how well the current site supports these goals:



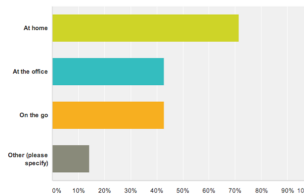
Q3 What words would you use to describe the homepage?

Answered: 15 Skipped: 0

#	Response	Date
1	New picture - confusing	8/14/2014 4:23 PM
2	Informative, slightly weird	8/14/2014 4:23 PM
3	Provide relative amount of information, informative	8/14/2014 4:17 PM
4	personal, updated	8/14/2014 4:09 PM
5	Colorful, clean, purple	8/14/2014 4:03 PM
6	Structured	8/14/2014 3:57 PM
7	Interesting, informative	8/14/2014 3:56 PM
8	Haven't used yet	8/14/2014 3:45 PM
9	Ok, not very catching	8/14/2014 3:38 PM
10	Nice colors, a lot of information, cluttered	8/14/2014 3:33 PM
11	Good - not cluttered	8/14/2014 3:26 PM
12	It do not stand out any info	8/14/2014 3:15 PM
13	Organized, thought out	8/14/2014 3:08 PM
14	Uncolored, organized	8/14/2014 3:05 PM
15	A lot going on.	8/14/2014 2:57 PM

Q5 Where are you when you use the IHA website? Please select all that apply.

Answered: 14 Skipped: 1



Answer Choices	Responses
At home	71.43% 10
At the office	42.86% 6
On the go	42.86% 6
Other (please specify)	14.29% 2

#	Other (please specify)	Date
1	Haven't used it yet	8/14/2014 3:45 PM
2	I don't use it at all	8/14/2014 3:15 PM

Thank you for participating in our IHA focus group. Prior to starting, please the first set of questions on this page. At the end of the session, please return this sheet to receive your compensation.

BACKGROUND

1. What types of practice (s) do you use at IHA? Circle all that apply.

- Family Medicine
- Pediatrics
- OB/GYN
- Internal Medicine
- Urgent Care/After Hours Care
- Imaging & Test Services
- Specialty - Dermatology
- Specialty - Neurology/Oncology
- Specialty - Infectious Diseases
- Specialty - Neurology
- Specialty - Nutrition Services
- Specialty - Pulmonary
- Specialty - Otolaryngology
- Specialty - General Surgery
- Specialty - Cardiovascular & Thoracic Surgery
- Specialty - Vascular and Endovascular Surgery
- Specialty - Gynecology & Obstetrics

2. How long have you been an IHA patient? Circle your answer.

- Less than a year
- 1-5 years
- More than 5 years
- Not sure

3. Do other members of your family see IHA providers? Circle your answer.

- Yes
- No
- Not sure

4. What device(s) are you using when you access the website? Please circle all that apply.

- At the office
- On the go
- Other

5. What device(s) are you using when you access the website? Please circle all that apply.

- Home computer
- Office computer
- Phone
- Tablet

6. What are your main reasons for visiting the current IHA website? Please select all that apply.

- Finding a physician
- Office information/location directions
- Office contact information
- Insurance information
- Locating patient forms
- Accessing Patient Portal - making appointment, prescription refills, sending a message to my physician's office, etc.
- General health information



sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — User Personas

User Type: Current Residential



User Priority: Primary
Name: Aretha Franklin
Sex: Female
Age: 45
Primary device: Desktop
Secondary devices: Phone
Browser: Safari/IE
Most common task: Checking A-Z lists
Location: Ann Arbor

BACKGROUND:

Aretha is a family woman who lives in the old west side of Ann Arbor with her family of four in a single family home. Her family tries hard to compost and sort things properly into the recycle bin. Quarterly they visit the drop off station with anything that cannot be taken through curbside pickup. In the summer, she composts all of the grass clippings from the yard but would like to see reminders either through an email newsletter or by announcement on the website regarding when they start and stop picking up compost each year. In the winter, alerts would be helpful either by email or text when there are weather delays regarding weekly curbside pick up of recycling. Aretha has bookmarked the A-Z list on the family computer as she and her husband use it to teach their child Abigale what things can be recycled and what happens to them after they've been picked up. Aretha's friends wouldn't call her and her family hippies but more so white-collar, eco-conscious people. Recently she has been going to the Reuse center to get "urban wood" to use on projects around the house; like the coffee table she just completed.

HABITS/PERSONALITY TRAITS:

Aretha would be found doing the following:

- Priority of information Aretha is looking for:
 1. A-Z recycling guide
 2. Residential curbside pick up restrictions
 3. DOS hours and guidelines
 4. Reuse center hours
- Commonly asked questions:
 - > How late is the Reuse center/DOS open till?
 - > "Abigale what do we do with cardboard packaging boxes?"
 - > Will the recent storm push back recycling pick up a day?
 - > What do I do with these scrap pieces of wood and old nails?
 - > Where do I find X educational material for my daughter?

User Type: Prospect Residential



User Priority: Secondary
Name: Savannah
Sex: Female
Age: 29
Primary device: Phone
Secondary devices: Desktop
Browser: Chrome
Most common task: Reading educational materials/Checking out DOS
Location: Genesee County

BACKGROUND:

Savannah lives in a condo complex in Fenton. She's unhappy with the lack of recycling or availability of access to ready recycle her electronics. Savannah has driven to the reuse center in Ann Arbor before with the intent to drop off some old laptops and monitors. They informed her about their curbside service to Ann Arbor residents and she's been trying to find a comparable service near her. She frequents social media platforms but is unaware of Recycle Ann Arbor's presence on them along with the events and educational functions that Recycle Ann Arbor puts on. Savannah recently tried looking up hours for the Reuse center while out with friends one weekend intending to stop by but gave up and had to wait till she was home on her laptop to check. Savannah's friends would call her thrifty and creative due to the crafts she does in her free time. She re-purposes found objects and enjoys refurbishing old furniture she finds at garage sales and thrift shops.

HABITS/PERSONALITY TRAITS:

Savannah would be found doing the following:

- Priority of information Savannah is looking for:
 1. Hours of the Reuse Center
 2. Residential curbside pickup service area and restrictions
 3. Educational materials
- Commonly asked questions:
 - > Who handles recycling and composting around me?
 - > Where can I drop off my old TV and laptop?
 - > What benefit does it serve for me to drive to Ann Arbor to drop off my goods?
 - > What can I do to get more involved in my community with recycling?



sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — User Personas

User Type: Current Business/Commercial



User Priority: Other
Name: Timothy
Sex: Male
Age: 35
Primary device: Phone
Secondary devices: Desktop
Browser: Safari
Most common task: Reviewing guidelines for single-stream
Location: Ann Arbor

BACKGROUND:

Timothy owns and operates a locally sourced grocery/cafe. He tries his best to use packaging and materials that can be easily recycled or composted. Tim was born and raised in Ann Arbor and grew up recycling with Recycle Ann Arbor as a child because that's who his parents used. He's familiar with the Reuse Center and DOS but rather new to the business side of Recycle Ann Arbor. There are questions he has regarding what items are readily picked up under the single-stream recycling system. Timothy's friends and family would jokingly refer to him as a "granola hippie" as he is constantly trying to advocate to them about bettering the community they live in through recycling. He requires staff at his store to educate themselves on local recycling services and practices.

HABITS/PERSONALITY TRAITS:

Timothy would be found doing the following:

- Priority of information Timothy is looking for:
 1. Business curbside pick up schedule and guidelines
 2. Referencing the A-Z guide on his phone which requires a lot of pinching and scrolling
 3. Looking up education materials for his staff to review
 4. Information on how to get involved
- Commonly asked questions:
 - > What do I do with my compost in the winter?
 - > What do I do if I need more picked up this week than my bin can hold?
 - > How do I find out more about the other services that Recycle Ann Arbor provides to the community?

User Type: Prospect Business/Commercial



User Priority: Secondary
Name: Sam
Sex: Male
Age: 45
Primary device: Phone
Secondary devices: Desktop
Browser: Safari
Most likely common task: Checking DOS hours/locations
Location: Brighton

BACKGROUND:

Sam owns a small roofing company (Slinging Shingles) which currently operates mostly in the Brighton area. He frequently is using his phone trying to find drop off centers for scraps from local works sites which can be recycled or reused. Sam wants to better integrate a zero waste policy into his companies normal work flow. He would be interested in learning more about the roll off containers if he can efficiently reserve them for the date and location of where he will be working. Sam can be considered a blue collar guy but is concerned about finding an effective, convenient, and as eco-friendly way as possible to dispose of the waste that is generated on work sites. Don't get Sam wrong, he's concerned about his community and his foot print on the environment but at the end of the day he's trying to run a business and has to be economical. So if he can come close in cost and convenience he's more than willing to take the "green" route. When something can't be taken away by Calverts he would be looking to drop it off to the Recovery Yard in his crew's trailer.

HABITS/PERSONALITY TRAITS:

Sam would be found doing the following:

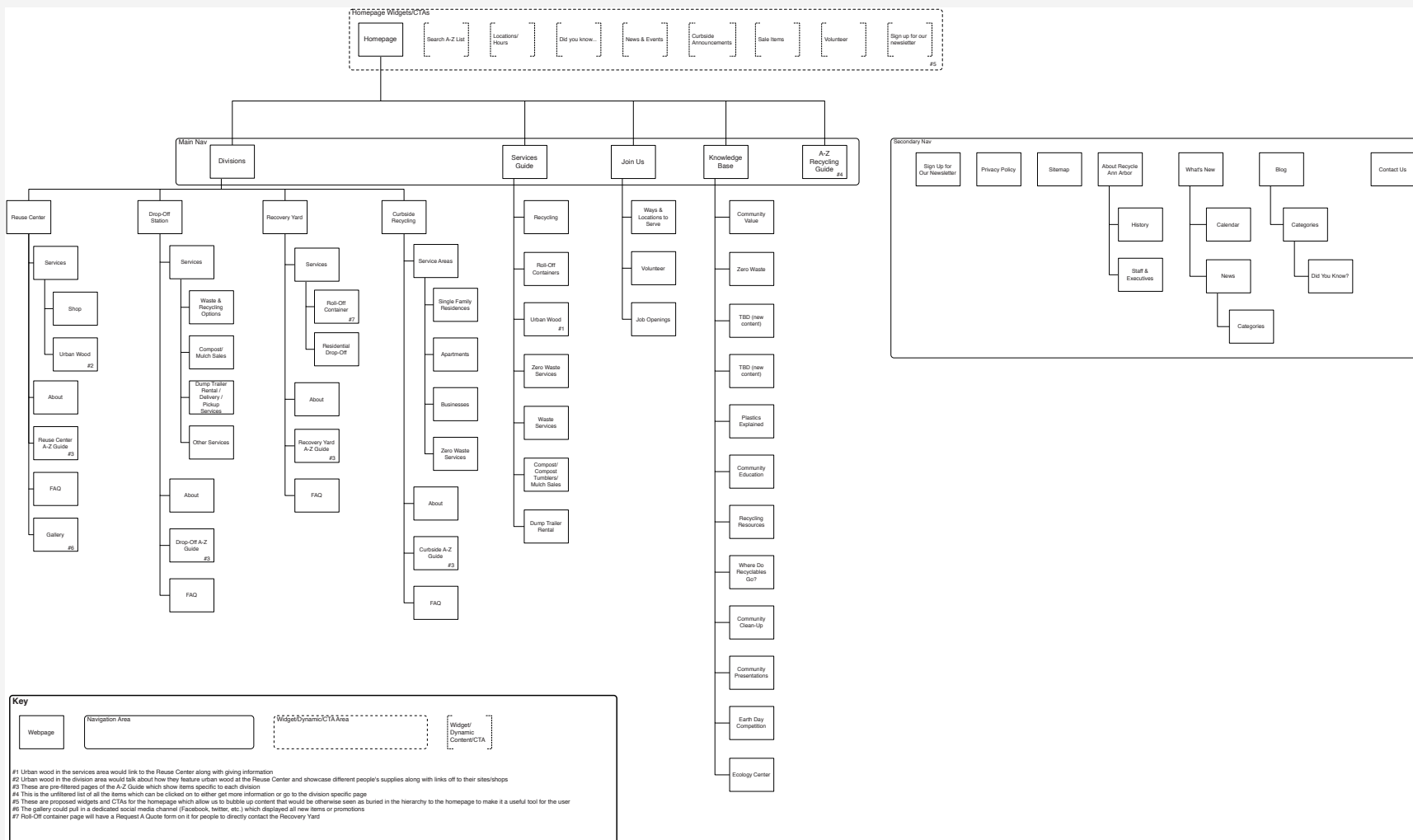
- Priority of information Sam is looking for:
 1. Calvert's Roll-off information, pricing, scheduling, and sizes (would like to see graphical representation of sizes)
 2. Information on the benefits of recycling from a business prospective
 3. DOS service information, locations, and hours
- Commonly asked questions:
 - > Are there any tax incentives from the local government for businesses who recycle?
 - > Who is my point of contact for frequently scheduling delivery of the Roll-offs?
 - > How far away from the facility will they deliver to?
 - > How much do they cost and are there any contracts for summer months?
 - > What is accepted in the Calvert's Roll-offs and how do I dispose of things that aren't accepted?



sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — Site Map



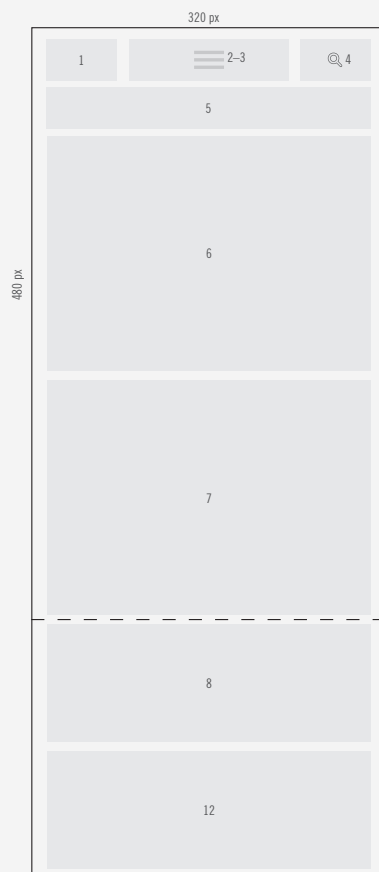


sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — Wireframes

Homepage Hierarchy (mobile)



PAGE CONTENT

1. Logo (img/hyperlink)
2. Primary Navigation (text links)
 - Divisions (text separator/dropdown)
 - Services Guide (text separator/dropdown)
 - Join Us (link to page)
 - Knowledge Base (link to page)
 - A-Z Guide Recycling (link to page)
3. Secondary Navigation (text links)
 - Sign up for Newsletter (link to page)
 - About Recycle Ann Arbor (text separator/dropdown)
 - What's new? (text separator/dropdown)
 - Blog (link to page)
 - Contact Us (link to page)
4. Search engine (site wide)
5. Division Announcements (feed displaying the latest announcements from this category)
6. Search A-Z list (input field, w/option to link to entire list)
7. Divisions (address, phone, fax, email, hours of operation)
8. News & Events (small feed displaying the latest posts from these two categories)
9. Sale items (call-out area displaying item(s) being advertised from ReUse Center)
10. Did you Know (static text, with link to Knowledge Base or Blog)
11. Volunteer (description about next volunteering event, with link to Volunteer section of site)
12. Footer (STANDARD ON ALL PAGES)
 - Brief elevator speech of Who you are, what you do (adds SEO value)
 - Newsletter Sign-up (link to Newsletter Sign-Up page)
 - Division Links (links to division About page)
 - Sitemap (link to Sitemap page)
 - Privacy Policy
 - Social Icons (external links to RAA Facebook and Twitter pages)

PAGES APPLIED TO THIS TEMPLATE

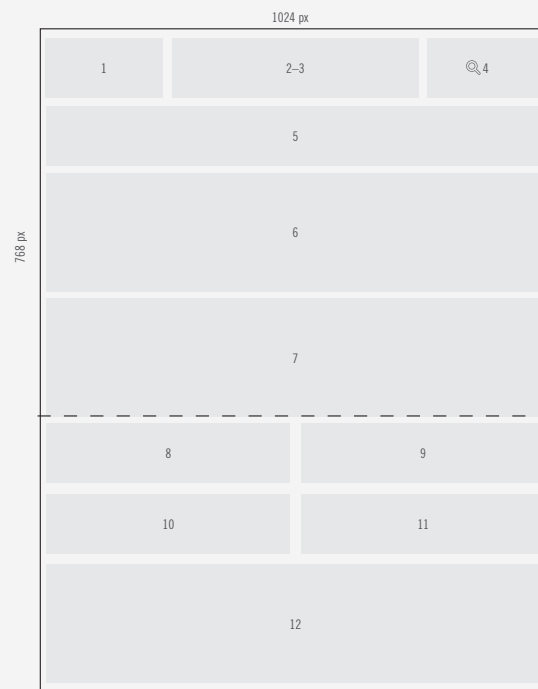
- Homepage

Content proposed to be omitted on mobile (when width is less than XX px).

Anything below this dashed line is approximately beneath the "fold" for the specified dimensions.

Pink Text - Points of discussion before finalizing wireframe

Homepage Hierarchy (desktop)



PAGE CONTENT

1. Logo (img/hyperlink)
2. Primary Navigation (text links)
 - Divisions (text separator/dropdown)
 - Services Guide (text separator/dropdown)
 - Join Us (link to page)
 - Knowledge Base (link to page)
 - A-Z Guide Recycling (link to page)
3. Secondary Navigation (text links)
 - Sign up for Newsletter (link to page)
 - About Recycle Ann Arbor (text separator/dropdown)
 - What's new? (text separator/dropdown)
 - Blog (link to page)
 - Contact Us (link to page)
4. Search engine (site wide)
5. Division Announcements (feed displaying the latest announcements from this category)
6. Search A-Z list (input field, w/option to link to entire list)
7. Divisions (address, phone, fax, email, hours of operation)
8. News & Events (small feed displaying the latest posts from these two categories)
9. Sale items (call-out area displaying item(s) being advertised from ReUse Center)
10. Did you Know (static text, with link to Knowledge Base or Blog)
11. Volunteer (description about next volunteering event, with link to Volunteer section of site)
12. Footer (STANDARD ON ALL PAGES)
 - Brief elevator speech of Who you are, what you do. (adds SEO value)
 - Newsletter Sign-up (link to Newsletter Sign-Up page)
 - Division Links (links to division About page)
 - Sitemap (link to Sitemap page)
 - Privacy Policy
 - Social Icons (external links to RAA Facebook and Twitter pages)

PAGES APPLIED TO THIS TEMPLATE

- Homepage

Content proposed to be omitted on mobile (when width is less than XX px).

Anything below this dashed line is approximately beneath the "fold" for the specified dimensions.

Pink Text - Points of discussion before finalizing wireframe



sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — Interactive Wireframes

← → ↺ 🏠

raa.regrouclients.com/wireframes/v1//a-z-recycling-guide/

🔍 ☆ 🖨️ ⓘ 🗨️ 📧 ☑️ ☰

Logo

Divisions - Services Guide - Join Us - Knowledge Base - A-Z Recycling Guide

Sign up for Newsletter About Recycle Ann Arbor - What's New? - Blog Contact Us

🔍

Search the A-Z Recycling Guide

Filters

Descriptive Text goes here

What Do I Do With:

Item Name Here

Divisions ☐ Reuse Center ☐ Drop-Off Station ☐ Recovery Yard ☐ Curbside Recycling

--Condition--

--Working?--

Submit Clear filters

List of results

Item 1 (detailed Result)

Description of item goes here... Turkey ball tip shoulder picanha. Cow prosciutto leberkas ball tip spare ribs swine venison beef strip steak corned beef kevin tongue tenderloin pork. Picanha drumstick alcatra short ribs chicken t-bone bresaola boudin sirloin rump cupim kevin turducken beef.

• Reuse Center

• Drop-Off Station

• Curbside Recycling

address line 1

address line 2

address line 3

tel:555.555.5555

tel:555.555.6666

Learn more about item 1's drop-off procedures

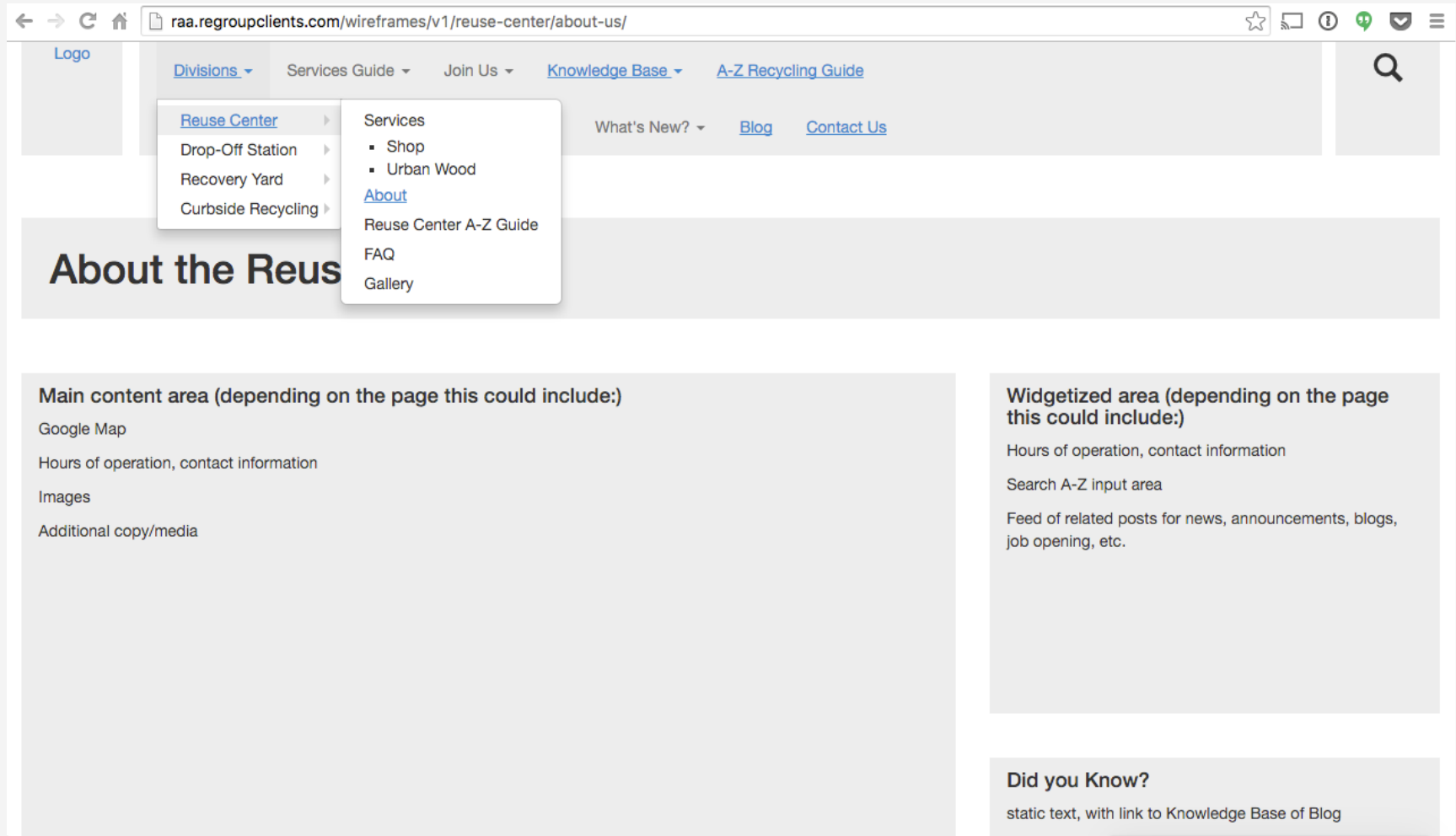
Item 2 (detailed Result)



sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — Interactive Wireframes



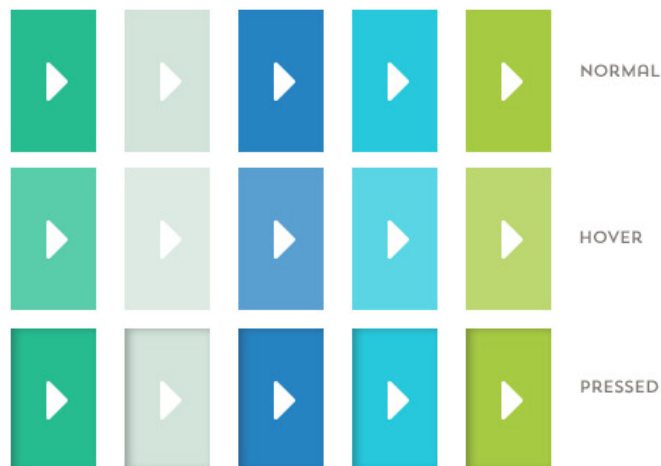
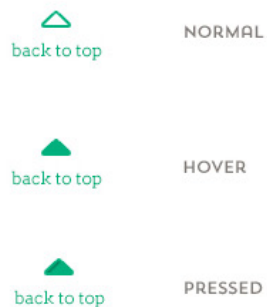
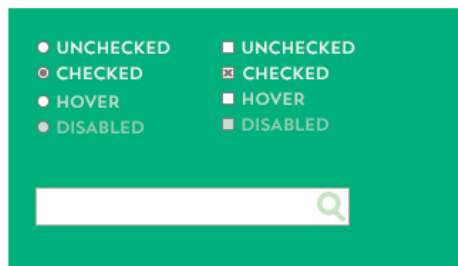


sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — Style Guide

UI ELEMENTS & BUTTONS





sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — Style Guide

PRIMARY NAVIGATION

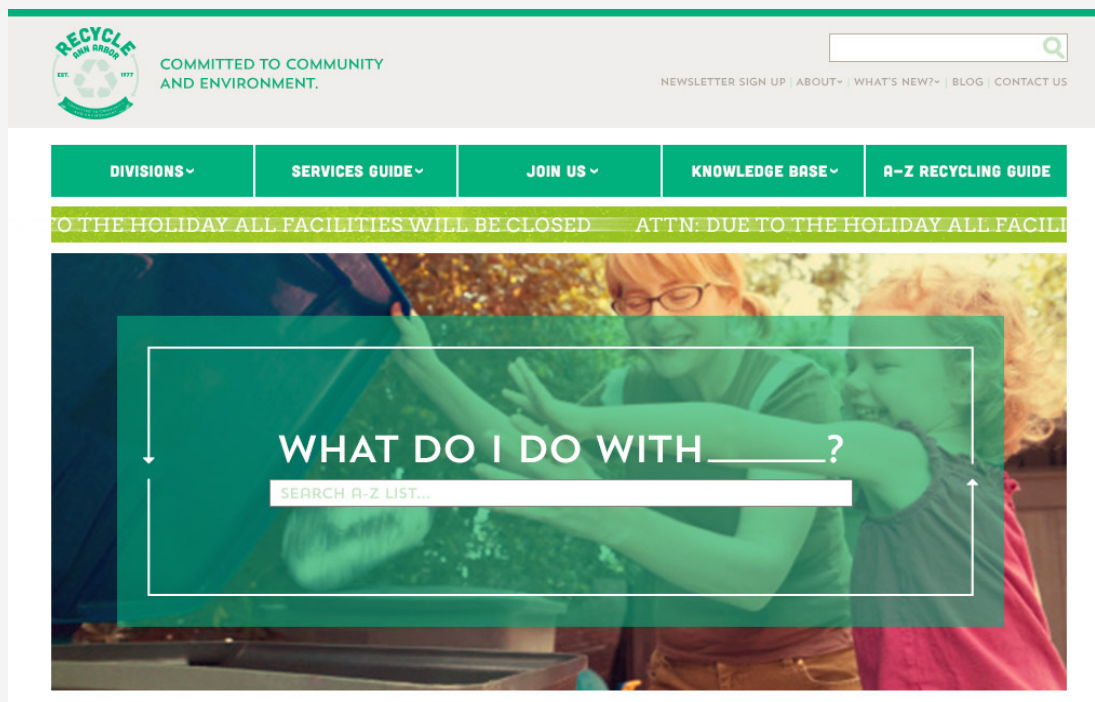
MENU		MENU		MENU	
DIVISIONS ▾		DIVISIONS ▾		DIVISIONS ▾	
SERVICES GUIDE ▾		REUSE CENTER ▾		REUSE CENTER ▾	
JOIN US ▾		DROP-OFF STATION ▾		DROP-OFF STATION ▾	
KNOWLEDGE BASE ▾		RECOVERY YARD ▾		Services ▾	
A-Z RECYCLING GUIDE		CURBSIDE RECYCLING ▾		WASTE AND RECYCLING OPTIONS	
NEWSLETTER SIGN UP		SERVICES GUIDE ▾		COMPOST/MULCH SITES	
ABOUT ▾		JOIN US ▾		DUMP TRAILER RENTAL/ DELIVERY/PICKUP SERVICES	
WHAT'S NEW? ▾		KNOWLEDGE BASE ▾		OTHER SERVICES	
BLOG		A-Z RECYCLING GUIDE		About	
CONTACT US		NEWSLETTER SIGN UP		Drop-Off Station A-Z Guide	
		ABOUT ▾		FAQ	
		WHAT'S NEW? ▾		RECOVERY YARD ▾	
		BLOG		CURBSIDE RECYCLING ▾	
		CONTACT US		SERVICES GUIDE ▾	



sayHello@ryanwillcard.codes

a://2618 Patricia Court Ann Arbor, MI 48103
p:// 734/221/0965

Recycle Ann Arbor Website Process — Designs



RECOVERY YARD

7891 Jackson Road
Ann Arbor, MI 48103

Phone:
734.426.2280

Hours:
Mon-Fri: 7:30 a.m.-4 p.m.
Saturday: 8 a.m.-2 p.m.
Closed Sunday

[More Information Here](#)

DROP-OFF STATION

2950 East Ellsworth Rd.
Ann Arbor, MI 48108

Phone:
734.971.7400

Hours:
Tue & Th: 8:30 a.m.-6:30 p.m.
Saturday: 9 a.m.-6 p.m.
Closed Sunday, Monday,
Wednesday, Friday

[More Information Here](#)

REUSE CENTER

2420 South Industrial Hwy.
Ann Arbor, MI 48104

Phone:
734.222.7880

Hours:
Mon-Sat: 10 a.m.-5 p.m.
Donations accepted til 4 p.m.
Sunday: 10 a.m.-2 p.m.
Donations accepted til 1 p.m.

[More Information Here](#)

CURBSIDE PICK-UP

2420 South Industrial Hwy.
Ann Arbor, MI 48104

Phone:
(734) 222-7880

Hours:
Mon-Sat: 10 a.m.-5 p.m.
Donations accepted til 4 p.m.
Sunday: 10 a.m.-2 p.m.
Donations accepted til 1 p.m.

[More Information Here](#)



TO THE HOLIDAY ALL FACILITIES WILL BE CLOSED



DIVISIONS CONTACT

RECOVERY YARD

REUSE CENTER

DROP-OFF STATION

CURBSIDE PICK-UP

LATEST NEWS