

# Ryan Plumb

Senior Product Designer

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## EXPERIENCE

### Senior Product Designer - FamilySearch.org

October 2021 - Current

- Led the design of a personal family tree experience that met user demand for greater control over their information, increasing platform usefulness and resulting in ~1.5M newly added names.
- Designed a family tree visualization that made complex relationships easier to understand, helping users explore and research their family history more effectively.
- Led design across large, cross-functional teams, partnering with senior stakeholders to align UX decisions with long-term product strategy across complex initiatives.
- Mentored designers and established AI-assisted usability testing practices, enabling faster interviews, synthesis, and iteration across teams.

### Principal Product Designer - Independent

July 2023 - Current

- Led UX improvements for an e-commerce business generating \$1M+ in gross sales, contributing to improved conversion and year-over-year growth.
- Improved a digital checkout flow tied to physical facility access, enabling phone number capture and annual and monthly membership pricing to reduce friction and improve conversion.
- Owned end-to-end design and implementation for client projects, leveraging AI-assisted development to ship and iterate quickly.

### Product Designer - FamilySearch.org

October 2016 - October 2021

- Contributed to redesigns of the Family Tree Product, bringing responsive design to the product while improving usability and design system foundations.
- Designed a timeline feature to help users visualize genealogical life events in chronological order.
- Designed a mobile version of Family Tree that expanded access for international users, including support for non-smartphone devices in regions with limited connectivity.

### Graphic Designer - KLAS Research

May 2016 - October 2016

- Designed data visualizations to support healthcare IT purchasing decisions for clinical and administrative leaders.
- Improved the readability and clarity of research reports through typography, hierarchy, and layout.

## EDUCATION

### Brigham Young University - Idaho

April 2016