

# RYAN EILERS SCHROEDER

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## PROFESSIONAL EXPERIENCE

### Fell Swoop PARTNER

ACCOUNT MANAGER, MANAGING DIRECTOR, UX DESIGNER, RESEARCHER

*Jan. '11 – present*

Joined as the third employee and helped grow the business into a successful, multi-million dollar agency • Creative strategy, account management, and business development for Condé Nast, Time, Inc. and Facebook • Managed a team of designers, copywriters, and developers to deliver a wide range of projects including The New Yorker Paywall, the Epicurious iOS app, and Paid Content for PEOPLE and TIME Magazine • Worked directly with founders of multiple early stage startups to define product and user experience for everything from consumer iOS apps to enterprise CRM software • Hired and managed front end development team • Made sure the entire company got their lunch on Fridays

### Evri, Inc. PRODUCT & UX DESIGN

*Seattle, WA Oct. '08 – Jan. '11*

Product, interaction, and visual design for Evri.com • Designed, tested and iterated on new web products • Collaborated with engineering team to deliver projects “on time” • Jumpstarted Evri's move into mobile with their first mobile apps • Lead the design of the Evri iPad app which represented a complete re-envisioning of the platform's UX

### AdReady, Inc. PRODUCT & UX DESIGN

*Seattle, WA April '07 – Sept. '08*

Product, user experience, and visual design for initial release of AdReady platform • Designed, tested, and iterated on core campaign creation and banner ad customization flow • Measured, monitored, and reported on customer conversion rate, applied lessons learned back into the product

### AS WHOLE STUDIOS

*Seattle, WA Sept. '05 – Aug. '07*

Contributed to a new ecommerce workflow at Big Fish Games • Helped Allrecipes.com complete a successful redesign, contributing XHTML/CSS and design • Worked with a team to design and test a new interface concept for MS Flight Simulator

## FULL WORK HISTORY

[www.linkedin.com/in/ryanschroeder](http://www.linkedin.com/in/ryanschroeder)

## SUMMARY

With almost 20 years experience in product, graphic, and interaction design, I bring a broad perspective and a curious mind to using design thinking to solve business problems.

I've lead teams that designed websites, applications, and digital products that made customers happy and businesses successful.

I've helped large corporations, start-ups, online retailers, and software teams achieve clarity of purpose and execute designs that create exceptional user experiences and build strong brands.

I'm passionate about working with great people to build amazing products and grow businesses.

## EDUCATION

*Bachelor of Arts in Design Production*  
Western Washington University  
Bellingham, WA – June '99

## ONLINE PORTFOLIO

[www.whole-studios.com](http://www.whole-studios.com)