RYAN HARASYN
Product Strategy & Design

rtharasyn@gmail.com
612.669.7778

1026 E. Terrace St.
Seattle, WA 98122

"You are what you repeatedly do."

- ARISTOTLE

PROFESSIONAL PROFILE

LEADERSHIP

Experienced design and product leader able to guide highly flexible and autonomous teams to deliver against stated business objectives across all levels of an organization. Strategic planner able to identify and translate key market opportunities into action across the business. Experienced product and design lead, able to build and lead teams in the design and development of digital products focused around user centered design and agile software development practices. Deep interest and experience in evolving product design and development practices within digital environments and mentoring a new breed of digital designers and strategists.

STRATEGY

Deep understanding of abductive reasoning and design synthesis, marketing and communications strategies, and consumer and human behavior. Able to synthesize business, market and user data to create compelling products that delight while deliver on business objectives. Deep understanding of the tools and tactics to effectively plan and execute against strategic roadmaps from all levels of a project. Deep interest in and experience with the interactions and emotional relationships between people and objects, digital or otherwise. Able to quickly identify behavioral trends from research. Able to communicate complex ideas to technical and non- technical audiences.

DESIGN

Experienced Interaction and User Experience designer able to look at problems from multiple viewpoints. Able to develop design hypothesis used to create behavioral change through the creation of digital or physical artifacts. Deep understanding of user-centered design able to quickly and effectively translate user needs into a design direction based on the mapping of behavioral trends, insights and content architecture. Able to conceptualize complicated systems and ideas in visual form with a deep understanding of and experience with various design tools and tactics including user flows, concept models, mind maps, and other visual synthesis methods. Ability to rapidly analyze user feedback through advanced prototyping skills including the use of video, storyboards and wire-frames in addition to web-based development and scripting technologies, including jQuery, HTML5, SaaS and CSS.

DEVELOPMENT

Deep understanding of product development processes for both hardware and software product form factors including Agile software development practices, Kanban, and Lean methodologies. Deep understanding of and experience with the technologies and environments required to launch software products. Deep understanding of the frameworks required to craft effective products across the digital landscape web-based and otherwise.

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EXPERIENCE

MAZLO
SEP. 15' - PRESENT

Vice President, Product and Design

Responsible for transitioning the product and company to focus on capturing new B2B and B2C opportunities within the personal and professional development market. Direct and manage all product, marketing and design strategy to align execution tactics with company vision and market opportunities. Recruit and manage a team of industry leading designers and strategists to deliver industry leading work within time-to-market constraints.

Identify market opportunities and develop product roadmap to support growth objectives. Establish the methods and practices for testing new business models and product concepts and convert customer data into actionable insights. Establish key objectives, performance targets, and budgets for all customer acquisition strategies. Evolve the brand and design language to align with new direction. Provide design direct support through creative direction and implementation as needed.

SUBSTANTIAL
DEC. 12' - SEP. 15'

Vice President, Design   DEC. 13' - SEP. 15'

Responsible for establishing and growing the product design practice for the company resulting in over a 20% increase in revenue from 2012 with new and existing clients. Responsible for establishing the overall direction and approach to the design process, blending the best of design thinking, agile software development and lean principals resulting in an efficient and scalable system launching over 6 product to market in less than a 1.5 years.

Responsible for building, mentoring and managing a team of multi-disciplined designers increasing Substantial's ability to solve complex business problems while delivering industry leading design for start-ups and fortune 500 enterprises. Acting Design Director, responsible for setting and ensuring quality standards are met as projects and the business scale while providing hands on support across all stages of a project. Responsible for identifying and securing new business opportunities resulting in significant increases in company diversification, brand awareness and prestige with more than $2M in direct revenue.

Director, Design   DEC. 12' - DEC. 13'

SPACE150
DEC. 10' - DEC. 12'

Associate Director, User Experience   DEC. 11' - DEC. 12'

Responsible for growing and directing user experience activities within the agency, including business development, design, production, delivery, and customer satisfaction. Responsible for evolving the role of user experience within the advertising space and shape experiences for web, mobile, and emerging technology. Drove significant aspects of business development, solving and selling product and experience strategies across multiple digital platforms and clients large and small.

User experience and mobile design lead, managing multifaceted projects for various clients. Lead research, ideation, and execution driven tasks in the development of creative and strategic solutions to complicated business problems. Designed and launched award-winning experiences delivering on or surpassing client objectives.

Senior User Experience Designer   JUL. 11' - DEC. 11'

User Experience Designer   DEC. 10' - JUL. 11'

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EXPERIENCE

MIAMI AD SCHOOL
APR. 12' - DEC. 12'

Adjunct Professor

Taught product creation and product design in the digital space. Focused on the methods and practice of synthesis and user-centered design to create experiences bringing value to users while connecting to brands. Mentored and guided students. Assigned, and evaluated project work.

SB+THOMAS
JAN. 09' - DEC. 12'

Freelance Product & Interaction Design

Created user experiences through product, service and interaction design to support new product development for small innovation firms. Product design, technology development, information architecture, visual design, design synthesis, digital roadmaps and strategy.

ITT CORP.
OCT. 06' - DEC. 10'

Product Design & Business Development

Created user experiences for high-tech defense systems from product ideation through development and launch. Concepted new products, researched and defined user specifications, designed interfaces and product form factors, developed mock-ups and prototypes, designed and develop integrated communications campaigns. Contributed to and authored product proposal for government entities. Participated in defining target markets and establishing product roadmaps. Guided design through the product development process. Contributed to the creation of product line business plans including marketing, pricing and launch strategies.

AVNET TS
MAY 06' - OCT .06'

Communications Design

Developed communications strategy for Fortune 500 technology distribution giant.
Researched, wrote and pitched press releases to trade publications for the Americas. Conducted media interviews with trade press. Managed agency relationships and messaging design for high-tech product lines and systems.

CORRENT CORP.
MAY 05' - MAY 06'

Interaction & Communications Designer

Created interaction and user experiences for high-tech security and fabless semiconductor firm. Created artifacts supporting product development and launch activities. Concepted and designed interfaces, developed mock-ups, designed and developed communications campaigns. Researched and edited technical papers. Wrote and pitched press releases to trade publications.

* Closed May 2006. Patent portfolio acquired by ITT in August 2006

COURSES DESIGNED

MIAMI AD SCHOOL: POP 535
PRODUCT CREATION

This course provides an overview of the practice and principles of product design as applied to digital experiences. The course focuses on design synthesis methodologies and sense making to solve complex business problems while creating usable, useful and desirable experiences. Students learn to translate research into meaningful insights used to focus design strategy, information architecture, and interactions into meaningful, branded, systems.

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NOTABLE PROJECTS & LECTURES

PROJECTS

3M Informatics
ENTERPRISE SOFTWARE

ITT Scorpion USB drive
INDUSTRIAL, PACKAGING AND APPLICATION DESIGN

3M Innovation Center
RESPONSIVE WEB EXPERIENCE

ITT GhostRyder Secure Cell Phone
CONCEPT DESIGN

American Express Mobile Selects
HYBRID IOS/ WEB-APPLICATION

Land Securities 3D Presentation Tool
ENTERPRISE IOS APPLICATION

Buffalo Wild Wings
RESPONSIVE WEB EXPERIENCE

News Corp. Mansion Global
RESPONSIVE WEB EXPERIENCE

Cambria iPad Product Selector
NATIVE IOS APPLICATION

Novartis.com
RESPONSIVE ENTERPRISE PLATFORM

Dairy Queen
RESPONSIVE WEB EXPERIENCE

OptumHealth, Optum Care Suite
ENTERPRISE RESPONSIVE WEBAPPLICATION

Distiller
CONSUMER ANDROID/ IOS APPLICATION

ReSound ClearPath
ENTERPRISE IOS APPLICATION

Getty Moment
ENTERPRISE/ CONSUMER IOS APPLICATION

Shopbop
M-COMMERCE IOS APPLICATION

LECTURES

Product Design & Development: Distiller
UNIVERSITY OF WASHINGTON, DUB

Evolving Design Education for a Digital World
DESIGN EDU TODAY, AIGA DESIGN EDUCATORS COMMUNITY

CLIENTS

3M, American Eagle, American Express, Avnet, Inc., Bryce Jermain Salon, Buffalo Wild Wings, Cambria, Dairy Queen, Distiller, Federal Premium, Getty Images, Genentech, Google, Intrepid Networks, Land Securities, LifeLock, Mazlo, News Corp., Novartis, OptumHealth, Quve, Red Bull, ReSound, Scrimmage, Shopbop, W.D. Forbes.

TOOLS

APPLICATIONS
Mingle, Jira, Omnigraffle, Axure, Adobe Creative Suite with specialties in Photoshop, Illustrator, InDesign, Sketch, Sublime2, iWork 09' (Pages, Keynote, Numbers), Microsoft Office 365 and other browser based prototyping tools.

TECHNOLOGIES
Key Paltforms: Touch-Class Mobile, Gesture-based Systems, Game, Social, and Desktop. Core Technologies: PHP, HTML5, CSS, SaaS, Swift, .NET, Javascript, Framer.js, and other object oriented and relational database systems and architectures.

EDUCATION

Northern Michigan University / Marquette, Michigan
Bachelor of Arts, Communications, May 2005

Miami Ad School / Minneapolis, Minnesota
Art Direction, September 2009 - December 2010