Ryan Collier

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ACCOMPLISHMENTS

- Researched, defined, and performed product ownership duties in the development and launch of health informatics product for non-technical, human resource benefit administrators.

- Designed and delivered health program tracking feature to relieve a major pain point for benefit managers as discovered through ethnographic research and customer journey map analysis.

- Transitioned quickly into Head of Product Marketing role during company acceleration, realigned product messaging, redesigned web site, and developed data-driven web strategy that improved overall lead conversion rate from less than one percent to over eight percent in under three months.

- Redesigned college financial aid application process and supporting web site to increase completion rate for new students.

- Led discovery and user research efforts to focus college technology development project priorities on high-value student needs, surfacing key pain-points for students.

SKILL SET

User-centered design processes, research, and applied techniques such as prototyping, wireframes, design studio, content analysis, content inventory, creative briefs; usability testing, card sorting, A/B testing, Google Analytics; HTML, CSS/SASS, JavaScript (including modern libraries such as jQuery), mid-level Ruby and PHP, Git; web standards, accessibility, responsive design, cross-browser compatibility; Photoshop, Illustrator, Fireworks, Dreamweaver, Omnigraffle, Visio, Tableau; Certified Scrum Product Owner; audio visual production; American Sign Language; excellent communication, interpersonal and organizational skills.

EDUCATION

Master of Science, Human Centered Design & Engineering
University of Washington | June 2009

Bachelor of Arts, English
University of Nevada, Reno | May 2005

EXPERIENCE

Principal User Experience Designer
Healthentic | March 2011 – Present

Worked as a member of the product management team for the Population Health Dashboard, a health claims reporting tool for benefit managers. Employed user-centered research and design approaches to thoroughly understand customer goals, scenarios, and needs in order to design and deliver product enhancements and solutions.

- Defined, designed, and managed delivery of health informatics products.

- Designed prototypes, wireframes, concept sketches, storyboards.

- Interviewed and conducted usability studies and evaluations with current and potential customers to validate and iterate designs and product features against user goals and business requirements.

- Created and shared UX resources—such as journey maps, personas, customer interview summaries— to facilitate communication, collaboration, and knowledge sharing with entire team.

- Defined detailed product and UI requirement documents for use by onsite engineering and offshore development teams; created and maintained web-based product style guide.
- Collaborated with clinical team and subject-matter experts to gain in-depth understanding of specialized medical insurance data in order to create usable, valuable, desirable product experiences for non-technical users.
- Managed and prioritized product backlog in a Agile/Scrum environment.
- Designed and iterated company website; improved overall lead conversion rate from <1% to 8%.
- Managed clinical research team to develop content for marking, public relations, and sales.

Web Specialist
Bellevue College | September 2008 – March 2011

As a member of the web and technology development team at Bellevue College, led projects to enhance college web presence, web-based services, and digital communications. Introduced and established user-centered design and research methods and processes, designed and coded web properties, and supported content authors and web site manager across campus.

- Provided web design, maintenance, and support services to administrative and academic departments.
- Designed prototypes, layouts, art, and information graphics for the web.
- Hand coded websites using HTML, CSS, JavaScript, ASP, and WordPress themes using PHP.
- Defined web strategies, including design processes, content management system adoption, content governance, and public communications.
- Led user-centered design and research activities for web and application development projects.
- Designed and ran usability studies, analyzed findings, and reported recommendations.
- Conducted design research through collaborative prototyping, focus groups, surveys, structured and unstructured interviews, and artifact/genre analysis.
- Advocated for accessibility and web standards in approaches to application design, development, and technology procurement.
- Taught workshops and professional development sessions on Dreamweaver, WordPress, website management, accessibility, writing for the web, and social media communications.
- Collaboratively managed and wrote content for Bellevue College social media properties.
- Directly supported the efforts of the Public Information Officer and college marketing department.

Access IT Specialist
Bellevue College | October 2007 – September 2008

In a direct service role, led projects and long-term efforts to make classrooms, course content, and campus technology accessible for students with disabilities to meet the federal access requirements of the American's with Disabilities Act.

- Assessed student needs and functional limitations to determine appropriate accommodations for students with disabilities needing technology support.
- Provided direct technology support and training on a wide range of adaptive technologies.
- Managed production and delivery of accessible course materials and classroom content.

- Developed departmental guidelines for alternative media services.

- Redesigned and hand coded Disability Resource Center website.

- Developed and provided training on working with persons with disabilities, creating accessible content, and assistive technologies.

- Served the campus community through service, outreach, and advocacy.

Assistive Technology Specialist
University of Nevada, Reno | July 2005 - August 2007

Developed and managed a recognized, best-practice program for the creation and delivery of accessible classroom materials for the University of Nevada. Provided direct service to students and faculty using assistive and adaptive technologies, and supported faculty using classroom technologies in order to serve students with disabilities.

- Provided assistive technology services, training and advocacy for students with disabilities.

- Managed production and delivery of accessible course materials and classroom content such as electronic text, Braille, tactile images, and audio; managed student document imaging team.

- Trained university students, faculty, and staff on the use of assistive technologies, web accessibility, content design, and the integration of accessibility into the software development life cycle.

- Managed the Alternative Media Information System (AMIS) development team.

- Designed and coded AMIS user interface (HTML/CSS/Javascript).

- Designed web based survey tool to meet accessibility requirements and department business needs.

- Developed web based training portal to address the needs of faculty in the provision of services for students with disabilities participating in web based courses.

- Presented professional papers and presentations to state disability service providers, regional and national conferences.

ADDITIONAL WORK EXPERIENCE
Media Content Designer
University of Nevada, Reno | August 2003 - July 2005

Assistant Production Manager
Michael Furlong Productions | *Carson City, Nevada* | June 2000 - March 2003

Network Technician
Semper Systems, Inc. | *Carson City, Nevada* | October 1998 - April 2000

PERSONAL INTERESTS, HONORS & PAST TIMES
Music, playing guitar, trumpet, songwriting. Running, hiking, camping. Cooking delicious food. Reading, writing, and learning. All things technology. Eagle Scout (1999), Dean's List (University of Nevada '04,'05), National Honor Society. Laughing out loud!

References available upon request. Portfolio viewable at <u>www.ryancollier.co</u>.