

Ryan G. Wilson

User Experience Leader, Researcher, UX Generalist – 13+ years of experience
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WORK EXPERIENCE

Principal UX Designer, SimpleThread | Sep 2022 – Current

- Lead end-to-end product design projects for clients like Caris Life Sciences and Dominion Electric, driving successful product conceptualization
- Collaborate with stakeholders and developers to define product requirements and ensure alignment throughout the design process
- Conduct workshops to capture information, gain consensus, and create engaging user experiences
- Develop user interface wireframes, mockups, and prototypes to effectively communicate concepts and processes
- Plan and execute usability testing, analyze results, and iteratively improve user experiences

Senior Product Designer, Kroger | Aug 2021 – Sep 2022

- Led a team in a build versus buy discovery, resulting in the acquisition of five million dollars for the organization
- Conducted user research, documented feedback, and achieved stakeholder buy-in for product initiatives
- Facilitated meetings and workshops to foster collaboration and align stakeholders' vision
- Created user flows and prototypes to visualize complex concepts and gain stakeholder alignment
- Evaluated current processes through surveys, on-site user observations, and trainer interviews, resulting in improved efficiency for DSD Receivers

Director of User Experience, Bitovi | Jul 2019 – Aug 2021

- Created and led the User Experience (UX) department for a SaaS consulting agency, recruiting and managing a team of ~10 Senior UX Designers
- Advocated for a product-led process, resulting in increased efficiency and success for clients and the company
- Documented UX processes, trained team members, and implemented effective user testing methods
- Maintained over a 90% utilization rate for the team, ensuring optimal performance on contracts
- Supported UX sales calls, created project proposals, and significantly increased UX sales

Senior User Experience Designer, Bitovi | May 2016 – Aug 2021

- Led end-to-end product design projects for renowned clients such as Apple, Lowe's, Yum! (Taco Bell, Pizza Hut, KFC), and Winklevoss Capital
- Collaborated with stakeholders, business analysts, and developers to define product requirements and deliver exceptional user experiences
- Ran Agile ceremonies and facilitated workshops to gather insights and align stakeholders' expectations
- Created user interface wireframes, mockups, and prototypes, effectively communicating concepts and driving successful outcomes
- Planned and executed user testing, providing valuable insights for iterative improvements

Assistant Professor, Graphic Design, Marshall University School of Art and Design | Aug 2014 – Aug 2016

- Instructed and mentored a diverse group of students in Graphic Design, Web Design, Video Production, and Motion Graphics – fostering their creative and technical skills

- Guided students in the exploration of design principles, typography, visual communication, & emerging design trends
- Developed and delivered comprehensive curriculum and course materials, ensuring alignment with program objectives and industry standards
- Facilitated engaging classroom discussions, critiques, and workshops to stimulate creative thinking and problem-solving
- Evaluated student performance, provided constructive feedback, and assessed projects based on established criteria
- Actively participated in departmental meetings, curriculum development, and student advising activities

Graphic Design Instructor, Iowa State University, College of Design | Aug 2012 – Jun 2014

- Mentored and guided classrooms of ~20 students per semester in various creative disciplines, including Graphic Design, Animation, and Video Production
- Developed and delivered engaging lectures, assignments, and projects to foster students' skills and knowledge in design principles and industry tools
- Provided constructive feedback and critiques to help students refine their work and enhance their design capabilities
- Fostered a collaborative & interactive learning environment through class discussions, workshops, & group projects
- Stayed abreast of industry trends and incorporated relevant techniques and technologies into the curriculum to ensure students were equipped with up-to-date skills

EDUCATION

Ph.D., Human Computer Interaction (HCI), Iowa State University, College of Engineering | 2015 – 4.0 GPA

Master of Fine Arts (MFA), Graphic Design, Iowa State University, College of Design | 2014 – 4.0 GPA

Master of Science (MS), Human Computer Interaction, Iowa State University, College of Engineering | 2012 – 4.0 GPA

Bachelor of Science (BS), Interactive Multimedia, Ohio University, School of Visual Communication | 2001

ACCOMPLISHMENTS & HONORS

Teaching Excellence Award, Iowa State University, College of Design, 2014

Research Excellence Award, Iowa State University, College of Design, 2014

Secret Service Clearance, Presidential Motorcade, Chicago, Illinois, 2009

SKILLS

Leadership, Mentoring, Presenting, Research, Documentation, Workshops, User Observations, Heuristic Evaluations, User Flows, Journey Mapping, Requirements Gathering, Information Visualization

TOOLS

Figma, Sketch, Adobe Creative Suite, Axure, InVision, HTML, CSS, FigJam, Miro, Mural