

RYAN G. WILSON

UX Specialist, User-Centered Designer, & Leader – 12+ years of experience

EXPERIENCE

Senior Product Designer, Kroger, Aug 2021 – Current

- Worked to understand & improve products for Kroger Associates
- Performed product research and documented build vs. buy recommendations to get team alignment and stakeholder buy-in/approval
- Observed, conducted surveys, and spoke with trainers to understand the current product and current process user experience
- Created user flows & prototypes to visualize and communicate complexity
- Focused on improving, clarifying, and streamlining interactions for users

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

- Developed and led the User Experience department
- Documented UX process and methodology
- Advocated for a product-led process within the company
- Recruited talent, mentored, and grew a team of ~10 Senior UX Designers
- Created onboarding processes and coached employees on client work
- Over 90% utilization rate for the team engaged on contracts during my tenure

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

- Worked one-on-one with clients to run product discoveries and perform end-to-end UX processes for defining and shipping web-based applications
- Collaborated with stakeholders, business analysts, developers, and others to define and refine requirements for successful user-centered products
- Defined and documented product recommendations
- Identified and defined users, developed empathy, and advocated for the user
- Created, vetted, and iterated functional user flows to communicate concepts and processes to stakeholders and developers
- Developed and vetted feature timelines with stakeholders and developers
- Mocked-up wireframes & prototypes to be used in user testing
- Designed, performed, and analyzed user tests
- Helped to ship products for clients like Apple, Lowe's, Yum! Brands (Taco Bell, Pizza Hut, KFC), and Winklevoss Capital, as well as many smaller companies

Assistant Professor, Graphic Design, Aug 2014 – Aug 2016

Marshall University, School of Art & Design, Huntington, WV

Graphic Design Instructor, Aug 2012 – Jun 2014

Iowa State University, College of Design, Ames, IA

Information Technology Staff, Aug 2012 – Jun 2014

Iowa State University, Graduate College, Ames, IA

Art Director, Jan 2010 – Jun 2010

TrainingU24/7, Chicago, IL

Interactive Product Designer, May 2009 – May 2012

CourseAvenue, Chicago, IL

Art Director & Interactive Product Designer, Sep 2006 – May 2009

Legal Visual Services, Chicago, IL

Interactive Product Designer, Aug 2005 – Jul 2006

TrialGraphix, Chicago, IL

Director of Creative Services, Mar 2004 – Jul 2005

Administrative Resource Options, Chicago, IL

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EDUCATION

Ph.D., Human Computer Interaction, 2015

Iowa State University

College of Engineering – 4.0 GPA

MFA Graphic Design, 2014

Iowa State University

College of Design – 4.0 GPA

MS Human Computer Interaction, 2012

Iowa State University

College of Engineering – 4.0 GPA

BS, Interactive Multimedia, 2001

Ohio University

School of Visual Communication

ACCOMPLISHMENTS & HONORS

Teaching Excellence Award, 2014

Iowa State University

College of Design

Research Excellence Award, 2014

Iowa State University

College of Design

Secret Service Clearance, 2009

Presidential Motorcade

Chicago, Illinois

SKILLS

Leadership

Mentoring

Teaching

User-Centered Design

Design Thinking

Problem Solving

Heuristic Evaluations

Research

Documentation

Information Visualization

User Testing

User Flows

Prototyping

Interaction Design

TOOLS

Figma, Sketch, Adobe CS

Axure, InVision

HTML, CSS

Jekyll, Liquid