Ryan G. Wilson

User Experience Leader, Researcher, UX Generalist – 13+ years of experience
design@ryangwilson.com | www.linkedin.com/in/ryangwilson | ryangwilson.com

WORK EXPERIENCE

Product Design Lead, LPL Financial, July 2023 – Current
- Collaborate with stakeholders to define and execute the product vision and strategy
- Conduct research, user interviews, and usability testing to gain insights resulting in data-driven design decisions
- Orchestrate workshops to facilitate communication and alignment among stakeholders
- Implement a user-centered design approach, driving iterative design improvements and incorporating user feedback to enhance the overall product experience
- Champion usability and accessibility standards, promoting best practices in design
- Act as a mentor and coach to junior designers, providing guidance and support

Principal UX Designer, SimpleThread, Sep 2022 – July 2023
- Led projects in a client-facing role, and performed end-to-end product design for clients like Caris Life Sciences and Dominion Electric
- Collaborated with stakeholders and developers to define product requirements
- Facilitated research, developed empathy, and advocated for the user
- Conducted workshops to capture information and gain consensus with stakeholders and team members
- Ideated and iterated user flows to communicate concepts and processes to stakeholders and vet with developers
- Created user interface wireframes, mockups, and prototypes
- Wrote usability testing plans, performed user testing, and analyzed quantitative and qualitative results

Senior Product Designer, Kroger, Aug 2021 – Sep 2022
- Led my team in a build versus buy discovery and was awarded five million dollars
- Researched and documented user and stakeholder feedback to achieve stakeholder buy-in and approval
- Facilitated meetings and workshops
- Created user flows and prototypes to visualize and communicate complexity and get stakeholder alignment
- Conducted surveys, performed on-site user observations, and spoke with trainers to evaluate current DSD processes
- Ideated and iterated through concepts to improve, clarify, and increase intake time for DSD Receivers

Director of User Experience, Bitovi, Jul 2019 – Aug 2021
- Created, developed, and led the User Experience (UX) department for a SaaS consulting agency
- Recruited talent, mentored, and managed a team of ~10 Senior UX Designers
- Advocated for a product-led process with clients and within the company
- Documented and trained team on UX process and user testing methods to save time and increased success
- Created onboarding processes and oversaw team member's work
- Maintained over a 90% utilization rate for the team engaged on contracts
- Supported UX sales calls, created project proposals, and increased UX sales

Senior User Experience Designer, Bitovi, May 2016 – Aug 2021
- Led projects in a client-facing role, performed end-to-end product design, and shipped applications for clients like Apple, Lowe's, Yum! (Taco Bell, Pizza Hut, KFC), and Winklevoss Capital, startups, and small companies
- Collaborated with stakeholders, business analysts, and developers to define product requirements
- Ran Agile ceremonies – project and sprint planning, stand-up, story writing, backlog grooming, demos, and retros
- Facilitated research, developed empathy, and advocated for the user
- Conducted workshops to capture information and gain consensus with stakeholders and team members
- Ideated and iterated user flows to communicate concepts and processes to stakeholders and vet with developers
- Created user interface wireframes, mockups, and prototypes
- Wrote scenarios and tasks, performed user testing, and analyzed quantitative and qualitative results

Assistant Professor, Graphic Design, Marshall University School of Art and Design, Aug 2014 – Aug 2016
- Taught Graphic Design, Video and Motion Graphics, and Web Design to classrooms of ~20 students per semester

Graphic Design Instructor, Iowa State University, College of Design, Aug 2012 – Jun 2014
- Managed classrooms of ~20 students per semester in topics like Graphic Design, Animation, and Video Production

Information Technology Staff, Iowa State University, Graduate College, Aug 2012 – Jun 2014

Art Director, TrainingU24/7, Jan 2010 – Jun 2010

Art Director and Interactive Product Designer, Legal Visual Services, Sep 2006 – May 2009
Director of Creative Services, Administrative Resource Options, Mar 2004 – Jul 2005

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, Interaction Design, User Interface Design (UI), Mockups, Wireframing, Prototyping, User Testing, Design Thinking, Problem Solving

TOOLS

Figma, Sketch, Adobe CS, Axure, InVision, HTML, CSS, FigJam, Miro, Mural, Google Analytics, HotJar