

Ryan Brownlow

Sr. User Experience Designer

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Overview

I am a Product Designer with over fifteen years of web application design experience. I've worked for small startups and fortune 500 companies in all types of development environments.

Designing great products means identifying those unique moments of engagement between users, the products and their environment, as well as the thoughts and emotions these moments create and making them enjoyable, entertaining and enlightening. Above all else it means understanding your users.

As a Product Designer I helped design one of the first ever social media marketing platforms, The Social Marketing Suite at Context Optional, later acquired by Adobe. Now known as Adobe Social. I worked to validate and design new features and eventually integrate the app into the Adobe Marketing Cloud.

Technical Skills

Graphic Design, Product Design, Product Management, UX Design, Creating Personas, Prototyping, User Research, User Testing, UI Design, Interaction Design, Digital Illustration, Sketch, Adobe Illustrator, Adobe Photoshop, CSS3/HTML5, Responsive Web Design, Flinto Prototyping, Working with Developers, Design Sprints, User Centered Design, Data Driven Design, Angular.js, MEAN stack, Jira, Slack, Trello, Lookback, etc.

RBDesignd (UX Consultant)

2013 -Present

I consulted development teams on UX projects for Toptal, Content Canopy, Biba Systems, MyPoints and Appirio. Each of these projects required meeting with C-level project stakeholders and product users to define project goals, application features and technical specifications. Then I worked to design and test core features. Once the projects were designed, I worked with developers to translate designs accurately and manage visual design assets for the project. I have also been selected to work with Toptal Design, which notoriously selects only 3% of applicants.

Famous Industries

Lead UX - Product Designer - 2016/17

As Lead UX Designer for the Famous Platform I was responsible for the direction of the entire application from a user standpoint. I worked with the CEO, Head of Product and a team of engineers to define direction for the product. This included visual design, user experience, user research and documenting all this for the larger team. We used a mix of Agile and Lean methods to quickly iterate and understand what features to tackle. I created a UI Library, design system and worked with engineers to turn these into react components to further speed development for our growing team.

Appirio

Sr. UX Consultant - 2015/16

As a consultant I worked on the Appirio Research and Development team for almost a year. We designed and built the class leading crowdsourcing digital services platform and redesigned the consumer facing Topcoder.com website. I worked with CTO and product managers to develop the product roadmap and direction for 2015 and 2016. We developed a complete new look and feel along with a responsive UI Kit, production ready assets and worked with developers to build as designed.

MyPoints Inc.

Sr. UX Design Consultant - Jan 2013 - Mar 2014

I was responsible for the redesign of the back office side of the MyPoints platform. In addition I oversaw the implementation of a newly designed UI for the main MyPoints web application. In support of the platform we also designed a pair of mobile applications that allowed users to earn new gift cards in a gamified setting and send gift cards to friends with picture and video messages.

Adobe Systems

Sr. UX Designer - 2011-2012

As part of a team of UX Designers I worked on Adobe Social, part of the Adobe Marketing Cloud. We were tasked with creating the best in class experience for social media marketing software. I researched and designed new features, designed dashboards for large data sets, conducted user testing, built wireframes, created clickable prototypes, interfaced with key stakeholders and large corporate customers. My biggest achievement was the WYSIWYG Facebook application builder - the first of its kind. This allowed clients to create and manage Facebook applications in multiple languages and formats.

Context Optional

Sr. UI/UX Designer / Front End Developer - 2011

I was tasked with a complete redesign of the Social Marketing Suite. This was one of the first social media marketing platforms. I worked with product managers to define the new application and its workflows as well as create a new look and feel and UI Kit. We met a successful product launch and the company was acquired by Adobe in 2011.

Accelerated Marketing Partners

Sr. Designer and Front End Developer - 2010

I created website designs and coded front end development at a very fast pace. Sometimes two websites a week from start to launch. The work we were doing wasn't revolutionary or fancy but it was high quality and it was fast. Working here improved my speed in design and especially front end development.

Exygy

Web Designer / App Designer - 2008

I was contracted to create designs for multiple clients. The projects ranged from basic website design to complex touch screen displays. I was occasionally asked to build the front end of a website. We used a lot of Wordpress to start and created themes and plugins to customize the experience.

Serious Business

Digital Illustrator - 2007

As a Digital Illustrator I designed elements for Facebook games and supporting website material. This was a strictly design project where I spent most of my time in Adobe Illustrator on a Intuos Tablet designing stage designs and costumes for the game scenes and characters. As part of the planning sessions we helped decide the actual game play strategies, story flow and overall user experience.

Credit Karma

Front End Development - 2006

I did the complete front-end development of the CreditKarma website. I started from scratch to create page templates and a stable CSS code platform for future developers to build on.

Freelance Web Designer (RBDesignd)

Web Designer - 2001-2006

Clients include Philips, Stentor, Hard Rock Café, and many more. These projects include work in Photoshop and Illustrator, Flash, and Flash video. I created all types of graphics, web applications, videos, and flash websites. I worked independently and with groups, such as Art Directors, designers, programmers and clients.

Customer Centric Technology Integration Services

Web / Application Designer - 2000 - 2001

As a Jr. Designer I created graphics, layouts and new features for medical billing applications. I learned the basics of application development, customer interactions and workflow development.

Education

Graphic Communications, Clemson University, 1997-1999

Illustration, California College of Arts, 1999-2000