

## Ryan Brownlow

Lead Product 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've worked to validate and design new features, coordinate and lead teams to successful launches and created the foundation for growing teams with design libraries and setting best practices.

### Technical Skills

Graphic Design, Product Design, Product Management, UX Design, Prototyping, User Research, User Testing, UI Design, Interaction Design, Digital Illustration, Sketch, Adobe Illustrator, Adobe Photoshop, CSS3/HTML5, Design Sprints, User Centered Design, Data Driven Design, Agile, Design Team Leadership, Cross Team Coordination

### 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. As the design team leader I 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 / Topdoder

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 - 2010

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.

## **Freelance Web Designer (RBDesign)**

Web Designer - 2001-2016

I consulted development teams on UX projects for Toptal, Content Canopy, Biba Systems, MyPoints and Appirio and many others. Each of these projects required meeting with C-level project stakeholders and product users to define project goals, application features and technical specifications. 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.

## **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