



Ryan Brownlow

Product Designer - Oakland, CA

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ABOUT ME

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.

Founder of Slink, Primary, and RBDesignnd, I love to design and build new products, learn new technologies and play around to create new experiences. Currently, I'm experimenting with user experiences for AI, VR and AR projects. I'm curious how new technologies will impact design. I have been working with React and FramerX to create powerful component libraries and some awesome prototyping capabilities.

I've worked to test and validate and design new features, overhaul existing designs, coordinate with engineers and lead small design teams to successful launches. I have created the foundation for growing teams with design libraries and set best practices.

TECHNICAL SKILLS

Product Design, UX/UI, Prototyping, User Research, User Testing, IA Design, Digital Illustration, Sketch, Illustrator, Photoshop, CSS/HTML, Design Sprints, User Centered Design, Data Driven Design, Agile, Design Team Leadership, Cross Team Coordination

EXPERIENCE

Creator

Sr UX / Product Design Consultant - 2018/19

Creator is a hamburger restaurant startup that is centered around 2 extremely beautiful and complex robots that make hamburgers. I was tasked with creating software that staff would use to manage the restaurant during service, and creating process and systems to create the foundation for a growing product and team. The work done around using data from the robots in service resulted in a patent application.

Stealth Startup

Sr UX / Product Design Consultant - 2018/18

I worked directly with the CEO to create user flow for customer acquisition flow. The initial challenge was understanding the industry (Workers Comp Insurance). After research on the industry and competitive analysis, we created an initial flow. I created a week long sprint cycle where we recruited test subjects, built a prototype, did usability test, analyzed the info and made changes to our prototype so we could start the process over. This helped us revise our launch experience and create a powerful unbarring experience.

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 - 2001-2019

I consulted development teams on UX projects for Toptal, Content Canopy, Biba Systems, MyPoints, 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 research, 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.

Other Projects

Founder - Primary Applications.

Founder - Slink

Founder - Fast Industries

EDUCATION

Graphic Communications, Clemson University, 1997-1999

Illustration, California College of Arts, 1999-2000

Fullstack React/JS, UC Berkeley Extension 2018