Ryan Brownlow

Sr. Product Designer

I am a Product Designer with over twenty years of application design experience. Having worked at companies in varying developmental stages, ranging from small startups to Fortune 500 companies, it has exposed me to a wide array of environments and cultures.

Design and creating is my passion. Over the years, I founded Slink, Primary and RBDesignd. More recently, I enjoy building products and learning new technologies. My latest interest is the design of big data and Observability tools.

SKILLS

Product Design, UX/UI, Prototyping, User Research, User Testing, Design Ideation Sessions, User-Centered Design, Data-Driven Design, Data-Visualization, Design Leadership, Cross-Team Coordination Illustration, CSS/HTML, React.

EXPERIENCE

Lightstep

Sr Product Designer - 2019 - Current

Joining a struggling design team, re-starting from scratch meant my role was broad, looked beyond day-to-day design, and required rebuilding trust across the organization.

As the Design Lead for several product teams, I worked in a triad with a Product Manager and Engineering Lead to head up our team. We defined our teams' roadmaps and laid out project work. I created the schedule for discovery and executed all design, research, and synthesis activities - coordinating with cross-functional teams and key stakeholders to ensure company alignment.

- Audit the design maturity of the organization and plan how to improve.
- Define the need for a design system and get the implementation off the ground.
- Identify the need for and implemented a User Research information repository.
- Lead and execute the design for multiple product teams.
- Influenced product strategy by leading several product discovery efforts.
- Implemented user-centric process frameworks and conducted numerous workshops with agile development teams, sales, and customer success teams.
- Organized and facilitated customer research using multiple methods and tools for both discovery and delivery project phases.
- Refine the design hiring process and interview designers.
- Become a data-driven design team:
  - Define success metrics.
  - Base design decisions on data.
  - Measure design success or failure based on data.
  - Systematize this process and evangelize it.

Creator

Sr UX Consultant **(contract)** - 2018/19

Creator is a robotics company, bringing this technology to the restaurant market to reduce labor cost and inefficiencies, and create a superior "fast food" experience. In my role, I designed the staff's interface to manage the robots making the hamburgers and ordering during service. I also developed processes and systems to build the foundation for a growing product and team. This work led to using data from robots in service and resulted in a patent application.

Stealth Startup

Sr UX Consultant **(contract)** - 2018/18

In this role, I worked alongside the founder and CEO to create user flows for customer acquisition. Initially, the challenge was understanding the Workers Comp Insurance industry. Research and competitive analysis helped us create an initial flow. I created a week-long sprint cycle where we recruited test subjects, built a prototype, did the usability tests, analyzed the information and made changes to our prototype to start the process over. Gathering these insights 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 entire application's direction from a user standpoint. I worked with the CEO, Head of Product, and a team of engineers to define its direction. This work included visual design, user experience, user research, and documenting everything for the broader group. As the design team leader, I used a mix of Agile and Lean methods to iterate and understand what features to tackle quickly. I created a UI Library, design system, and worked with engineers to turn these into React components to further develop our growing team.

Adobe Systems

Sr. UX Designer - 2011-2012

I worked on the Adobe Marketing Cloud's original Adobe Social as part of a UX Design team.. 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 most significant 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.

Freelance Web Designer (RBDesignd)

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 on researching, design, and test core features.

EDUCATION

Graphic Communications, **Clemson University**

Illustration, **California College of Arts**

Fullstack React/JS, **UC Berkeley Extension**