

Ryan G. Wilson

User Experience Leader, UX Generalist – 12+ years of experience

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WORK EXPERIENCE

Senior Product Designer, Kroger, Aug 2021 – Current

- Led my team in a build versus buy discovery and was awarded five million dollars to purchase and improve an Android application for intaking Direct Store Delivery products, representing ~40% of all Kroger products
- Solely keeping project momentum while interviewing and onboarding Tech Lead and Product Manager roles
- Researching and documenting user and stakeholder feedback to achieve stakeholder buy-in and approval
- Facilitating meetings, workshops, and onsite observations
- Creating user flows and prototypes to visualize, communicate and refine product complexity
- Ideating and iterating through concepts to improve, clarify, and increase intake time for DSD Receivers

Director of User Experience, Bitovi, Jul 2019 – Aug 2021

- Created and led the User Experience (UX) department for a SaaS (B2B & B2C) consulting agency
- Recruited senior-level talent, mentored, and managed a team of ~10 Senior UX Designers
- Committed to establishing team values and growing and nurturing a welcoming, supportive team culture
- Focused on giving new team members support and a direction by developing successful onboarding processes including creating individual skill assessments to identify gaps to focus training
- Advocated for my team's product-led process with clients and within the company
- Dedicated to creating documentation and training to improve UX process and user testing methods with the team
- Maintained over a 90% utilization rate for all team members engaged on contracts
- Supported UX sales calls, created project proposals, and increased UX sales quarter after quarter

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
- Improved products by capturing qualitative and quantitative data, defining flow and interaction improvements, partnering with Devs to add features and streamline processes to improve functionality, and retesting/vetting
- Collaborated cross-functionally with stakeholders, business analysts, and developers to define 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 resulting in direction for feature improvements
- 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 sketches, wireframes, mockups, and both click-through and advanced 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 14 courses in Graphic, Web, Video and Motion Graphics to classrooms of ~20 students each class

fGraphic 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

LEADERSHIP EXPERIENCE

BA Advisory Group Member in UX, BA Program, California State University-Long Beach, Aug 2020 – Current

- Communicate UX / Product Design industry best practices
- Make tooling recommendations
- Provide advice on preparing for UX entry-level roles
- Mentor students as needed

BFA Design Program, California State University, Fresno

- **UX Guest Lecturer**, GD 179, Professional Practices In Graphic Design, Feb 2022
- **UX Guest Lecturer**, GD 142, User Experience and Interface Design, Feb 2022

BA Program, California State University-Long Beach

- **UX Project Critique**, DESN 450, BA Senior Project, Feb 2022
- **UX Guest Presenter**, DESN 482, Research Methods for Inclusive UX Design, Feb 2022

Yum.dev

- **UX Team Recruiting, Development, and Mentorship**, Aug 2020 – March 2021

Bitovi

- **UX Recruiter**, reviewed applications, hosted interviews, recommended hires, Aug 2016 – Aug 2021
- **UX Onboarding**, created documentation and supported new team member onboarding, Aug 2016 – Aug 2021

Iowa State University

- **Teaching Assistant**, HCI595, Visual Design for HCI, online and hybrid graduate course, Summer 2011 & 2012

EDUCATION

Ph.D., Human Computer Interaction (HCI), Iowa State University, College of Engineering, **4.0 GPA**, 2015

Master of Fine Arts (MFA), Graphic Design, Iowa State University, College of Design, **4.0 GPA**, 2014

Master of Science (MS), Human Computer Interaction, Iowa State University, College of Engineering, **4.0 GPA**, 2012

Bachelor of Science (BS), Interactive Multimedia, Ohio University, School of Visual Communication, 2001

ACCOMPLISHMENTS & HONORS

AtoMagic Style Guides, Living style guide automation from design files, Figma Plug-in, *currently in development*, 2022

Book Title TBD, Writing a book that tells the process of UX through the lens of fantasy gaming, *currently writing*, 2022

Teaching Excellence Award, Iowa State University, College of Design, 2014

Research Excellence Award, Iowa State University, College of Design, 2014

Cinema 4D Fundamentals, by Anson Call, Editor – 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), Wireframing, Low- and High-fidelity Mockups, Click-through and Advanced Prototyping, User Testing, User Stories, Design Thinking, Problem Solving

TOOLS

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