RYAN WOOD

Principal @Woodworks Digital (UX / Product Strategy & Design)

DETAILS

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LINKS

Work Examples (more available upon request)

LinkedIn

SKILLS

User Experience

User Interface Design

Mobile Deisgn

Product Strategy

Product Management

Web App Design

PROFILE

Objective

Advance the development of best-in-class SAS products by joining and growing with a team of talented professionals, significantly enhancing design and user experience.

Motivation

Lead: Inspire, Deliver, Improve. Cultivate a creative and productive working environment, leveraging professional knowledge and experience. Lead by example and maintain integrity.

Design: Possess a keen eye for design, driven by a passion for creating optimal visual experiences. Apply fundamental design principles to transform art into practical applications.

Strategize: Enhance digital experiences through adaptive, collaborative approaches to research, strategy, and product planning. Focus on developing clarity and alignment for leadership, vision and roadmaps for delivery teams, and eliminating customer friction to increase delight.

Experience: Measure product success by the end user's overall experience. Trained in User-Centered Design, contributing to project success from initial research, wireframing, and prototyping to post-development evaluation, ensuring positive outcomes.

EMPLOYMENT HISTORY

Principal Product designer, Mixmax   Remote
Oct 2020 — Present

My Craft - I establish and uphold quality standards at Mixmax, leading design strategy and setting a benchmark for excellence. My meticulous work serves as a guiding example, consistently elevating design quality and positively influencing industry standards.

My Approach - I excel in building meaningful connections, fostering collaboration, and aligning teams for effective teamwork and shared goals. Committed to professional growth, I mentor and coach design teams, promoting a culture of continuous improvement where individuals thrive and excel.

My Strategy - I combine creative thinking with a logical approach to

develop innovative solutions. As a strategic design leader, I effectively champion initiatives and communicate complex ideas to diverse audiences, ensuring successful project promotion and stakeholder alignment.

My responsibilities -

- **Product Strategy and Vision**: Develop and align product vision and strategy with business goals and user needs. Translate strategic initiatives into actionable design plans.
- **User Experience (UX) Design**: Create user-centric designs through research, usability testing, and persona development. Craft engaging user experiences across digital touchpoints.
- **Cross-Functional Collaboration**: Work closely with product management, engineering, marketing, and sales to ensure cohesive product development.
- **Design Leadership**: Mentor junior designers, fostering a collaborative and creative environment. Provide feedback to enhance team skills and output.
- **Prototyping and Wireframing**: Develop high-fidelity prototypes, wireframes, and mockups to communicate design concepts and user flows.
- **Stakeholder Communication**: Present design concepts and updates to stakeholders, ensuring alignment and understanding of design decisions.
- **Market and Trend Analysis**: Stay updated on industry trends and competitor products. Conduct market analysis to identify opportunities for product improvements.
- **Design Systems and Standards**: Establish and maintain design systems and guidelines to ensure consistency and scalability. Advocate for a user-first approach.
- **Data-Driven Design**: Use analytics, A/B testing, and user feedback to inform design decisions and optimize user experiences.
- **Project Management**: Oversee design projects from conception to launch, managing timelines, resources, and deliverables to meet quality standards.

Principal Product designer (Consultant), Elementum Inc.   Remote

Sep 2019 — Sep 2020

As the Principal Product Designer I am responsible for the look, feel, experience and architecture of all Elementum products, working across on-device user interface, mobile app and web. I am a crucial part of the team that drives the design for systematic and innovative product features.

Responsibilities

- Translate abstract ideas and requirements into tangible and beautiful design deliverables
- Help to invent a modern and elegant visual language that spans devices
- Advocate for changes, refinements, and ongoing improvements
- Collaborate closely with cross-disciplinary teams of engineers, product managers, and marketing
- Proactively manage multiple projects, from start to finish, to meet priorities and requirements in an agile environment

- Effectively communicate and collaborate with engineers, PMs, designers, researchers, and writers to conceptualize, prototype, test, iterate, and build end-to-end experiences
- Inform, influence, support, and execute our UX strategy
- Evangelize the user experience both internally in the organization and externally with customers
- Manage and scale the UX Design team, recruiting additional A+ players

Sr. UX Product Designer, Housecall Pro   San Diego
Sep 2018 — Nov 2019

Was responsible for leading a variety of Home Services product design initiatives across the entire Housecall Pro ecosystem. This work included a customer management portal, project scheduling utility, proposal tool, as well as a mobile customer chat product.

Responsibilities

- Collaborated with C level management and design leadership to evangelize the value and raised the visibility of design across the company
- Worked with Key Partners, Research, Product Owners and Engineers to understand the customer need and delivered strategic design experiences
- Brought strong, user-centered design skills and business knowledge and translated conceptual ideas into exceptional design solutions at scale
- Owned the future product vision for the Home services customer management life cycle

Sr. Ux Product Designer, Renovate America Inc   San Diego
Sep 2016 — Feb 2018

Product Owner, Renovate American Inc   San Diego
Dec 2015 — Sep 2016

Responsibilities

· Drove execution of the product(s), from customer insight to delivery

· Worked closely with the Sr. Product Manager to help drive results of the product line, measured by Number of Applications, Customer Pipeline Pull-Through, Number of Repeat HERO Customers, Number and Resolution of Compliance Incidences, and Net Promoter Score of HERO.

· Maintained extensive knowledge of the consumer experience end-to-end for both real-world components and technology. Drove the short-term roadmap for several external and internal products.

· Identified ways to improve the product while working with other product team members, including design and development. Brought clarity on root cause(s) by identifying technology and process improvements..

· Partnered across the product Scrum team and other product teams

to ensure the product met and exceeded company, product, and customer expectations on time with high quality.

· Worked closely with the marketing team to ensure that messaging and execution laddered to Renovate America brand.

· Contributed to the research of customer pain points and needs through "follow-me-home/office" visits, in-depth interviews, root-cause analysis, and other customer/market research methods.

· Identified the most important customer problems to solve, challenged assumptions within my product team,, and partnered with other product owners to negotiate solutions and priorities within other functions at RA.

Marketing Business Analyst, Renovate America Inc
San Diego

Dec 2012 — Dec 2015

Responsibilities

- Gathered business, functional, and performance requirements from the marketing team and external users (property owners, contractors, and municipalities)

- Process gathered information in order to create comprehensive technical specifications for the development team. This included reconciling requirement contradictions, breaking down high-level information into clear specifications and prioritizing requirements.

- Documented product requirements through the development of business process descriptions, user scenarios and use cases, workflow and data flow diagrams, interface wireframes and/or other methods as appropriate.

- Created and meticulously maintained project plans in order to manage and report on multiple projects

- Was responsible for the day-to-day management of projects from initial conception through publish with the development team. This included interaction and deadline setting with developers, QA, and the marketing team.

- Took a leadership role in and served as the critical liaison between members of cross functional teams (e.g., designers, web developers, marcomm, finance, etc.) to manage and coordinate efforts to complete projects

- Utilized Google Analytics and other web analytic tools to report on performance and recommend strategies to improve performance

EDUCATION

Bachelor's of Science in Interactive Media and Web design Management, The Art Institute of San Diego

San Diego

Sep 2004 — Jun 2008

COURSES

HCP Management Training

Dec 2018 — Jan 2019

Agile & Scrum Certification

Jan 2016 — Feb 2016

REFERENCES

References available upon request