

Ryan G. Wilson

User Experience Leader, Product Consultant, UX Generalist – 13+ years of experience

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WORK EXPERIENCE

Product Experience Lead, LPL Financial, July 2023 – Current

- Collaborate with Product team to get alignment, define, and execute the product vision and strategy
- Conduct research, user interviews, and usability testing to gain insights resulting in data-driven design decisions
- Implement a user-centered design approach, driving iterative design improvements and incorporating user feedback to enhance the overall product experience
- Champion usability and accessibility standards, promoting best practices in design

Principal UX Consultant, SimpleThread, Sep 2022 – July 2023

- Led end-to-end product design for client-facing projects like Caris Life Sciences and Dominion Electric
- 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 wireframes, mockups, and prototypes
- Wrote usability testing plans, performed user testing, and analyzed quantitative and qualitative results

Senior Product Consultant, Kroger, Aug 2021 – Sep 2022

- Led team and facilitated meetings and workshops for a build versus buy discovery awarded five million dollars
- Researched and documented user and stakeholder feedback to achieve stakeholder buy-in and approval
- Created user flows and prototypes to visualize and communicate complexity and get stakeholder alignment
- Conducted surveys, performed on-site user observations, and spoke with trainers to evaluate current DSD processes
- Ideated and iterated through concepts to improve, clarify, and increase intake time for DSD Receivers

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

- Created, developed, and led the User Experience (UX) department for a SaaS consulting agency
- Recruited talent, mentored, and managed a team of ~10 Senior UX Consultants
- Advocated for a product-led process with clients and within the company
- Documented and trained team on UX process and user testing methods to save time and increase success
- Created onboarding processes and oversaw team member's client work
- Maintained over a 90% utilization rate for the team engaged in contracts
- Supported UX sales calls, created project proposals, and increased UX sales - 1M revenue in year 1, 2.5M in year 2

Senior User Experience Consultant, 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
- Collaborated with stakeholders, business analysts, and developers to define product requirements
- Ran Agile ceremonies – project and sprint planning, stand-up, story writing, backlog grooming, demos, and retros
- 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 wireframes, mockups, and 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 Graphic Design, Video and Motion Graphics, and Web Design to classrooms of ~20 students per semester

Graphic 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

EDUCATION

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

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

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

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