

WILLIAM N. RYAN

experience strategist and product leader

My mission is to help businesses create products that provide meaningful and innovative experiences for our users. I use my expert knowledge in human cognition and learning, research, and digital technology to maximize our competitive advantage and to help stakeholders realize that leveraging our relationships with and knowledge about users can drive future strategy.

CONNECT

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MY EDUCATION

Indiana University
Bloomington, IN/2006-2011
PhD Informatics
Minor: Cognitive Science

Indiana University
Bloomington, IN/2004-2006
MS Human-Computer Interaction

University of Notre Dame
Notre Dame, IN / 2000-2004
BS Computer Science

WHAT SETS ME APART

I have 2 years of dev, 6.5 years of research, and 5 years of architecture and design experience

As UX Lead, I negotiated project priorities and advocated for the user at a strategic level with Engineering VPs and Product Managers

I have made important contributions to 35 commercial products (23 as lead) across 12 industries

I have taught 10 courses spanning HCI, strategic communication, visual design, and development

I have over 30 peer-reviewed publications on user experience, design thinking, and digital media.

MY SKILLS (subset)

- Leadership:** Team Mentorship, Training, Project Scoping, Expectation Management, Product Roadmapping, Strategy, Workflows (Agile, SAFe, Lean), *Team Recruitment, Resource Mapping*
- Design Methods:** Sketching, Prototyping, Design Thinking Workshops, User Journeys and Personas, Task Analysis, Wireframing, Site-mapping, *Accessibility, Affinity Diagramming*
- Research Methods:** Ethnography, Contextual Inquiry, Interview, Survey, Usability Testing, SPSS, Heuristic Evaluation, Qualitative Analysis, Statistical Analysis, *Card Sorting*
- Design Tools:** Axure, Photoshop, Dreamweaver, Confluence, JIRA, Illustrator, Adobe XD, Sketch, Teamwork.com, Animate, *Omnigraffle, Balsamiq, Basecamp*
- Research Tools:** Qualtrics, User Zoom, Amazon Mechanical Turk, Google Analytics, Validately, *Loop 11*
- Development:** HTML5, CSS3, Bootstrap, Responsive Design, jQuery, PHP, ARIA, ASP.NET, XML, *Facebook API*

MY WORK EXPERIENCE (subset—visit LinkedIn for full list)

NCR Corporation / Lead UX Architect for Hospitality line of business (LOB)
Alpharetta, GA / November 2014-Present

- Created personas, customer journeys, task analyses, and user workflows to model users' behavior
- Managed UX Strategy for Cinema and Venues reboot product lines through prototypes and collecting user feedback
- Led product engagement for APEX travel, Hospitality Consumer Engage and Manager 1 platforms, and OPTIC Conv. Store prods.
- Led effort to create cross-LOB persona matrix and contributed toward User Zoom panel to collect persona data
- Created Axure UI Library based on CXD Pattern Library for Desktop and kiosk UI library design effort
- Worked with executive leadership at AMC, Atlanta Braves, Wells Fargo, Chipotle, Delta, and others on improving prod. offerings

Ople / UI/UX Consultant
Menlo Park, CA / November 2016-Present

- Designed and developed responsive website and digital branding strategy through rapid UCD process
- Created initial product vision design to aid data scientists in managing their models and initiate model optimization process

Point Spring & Driveshaft Co. / Web Design Consultant
Pittsburgh, PA / June 2014-December 2015

- Created sketches, wireframes, prototypes, and fully functional front-end website and eCommerce site
- Conducted remote usability test on Amazon Mechanical Turk to understand how heavy duty trucking industry shops online
- Led heuristic eval. comparing their site & 3 competitors on usability, info architecture, strategy, & social media

The Coca-Cola Company / Digital Strategy & UX Contractor
Atlanta, GA / July 2014-September 2014

- Conducted usability test on page layout & info architecture for internal portal redesigns
- Wrote best practice article on tagging strategy in architecture for internal design group

Ithaca College / Assistant Professor
Ithaca, NY/ Aug 2011-May 2014

- Taught 345 students on visual design, social media, programming, research methods & strategy design
- Published 11 research articles on social media, digital ecosystems, & the design process

Information In Place / UI/UX Designer
Bloomington, IN / October 2006-July 2007

- Created task flows, scenarios, low-fi prototype, and informal usability test of commercial serious game for first responders

Dome Designs / Developer & Manager
Notre Dame, IN / October 2000-May 2004

- Negotiated 6 projects with internal clients; designed and programmed over a dozen websites and web applications
- Managed a staff of 4, planning assignments, supervising hours, & acting as an intermediary for the client
- Oversaw first profitable semester in Dome Design history, while still providing a low-cost option

Sony Corp. of America / Production Systems Intern
Mt. Pleasant, PA / May 2003-August 2003

- Developed task flows for 2 internal projects and applications: a Kaizen tracking system & system for training line workers

Fiserv / Intern
Pittsburgh, PA / May 2001-August 2001

- Contributed to the cross-browser compatible website & database design of a dozen financial institutions' websites