

## Product Designer UI / UX / Service / Game

Learn about my process and see my works on my website  
[ryanwhitmore.net](http://ryanwhitmore.net)

### PROFESSIONAL EXPERIENCE

2021+ [Mad Paws](#), Product Designer. I explore the possible through research, ideation, prototypes, wireframes and interactive designs.

With my games design qualification, I like to bring a unique flavour and twist to my way of working and my outcomes, always striving to add a dash of fun to my designs.

#### My main achievements:

- Being a big player in the launch of our kibble for Mad Paws Dinner Bowl. I helped guide the team with user insights, and made high quality pages and assets for the launch
- Presenter at the LAST (Lean Agile Systems Thinker) Conference Canberra 2019 on [Service Design + Gamification](#).
- Designing and building a gamified augmented reality application in 8 weeks.
- Designed and built an escape room experience.
- Place second in NASA Sydney Space apps hackathon.
- Awarded most outstanding Games Designer in my cohort

**4-5 years of experience in design** projects across mobile, web, desktop, and physical experiences.

I designed on:

- **Dinner Bowl**, worked in a rapid startup environment to bring multiple experiences to life to launch Kibble in 8 weeks.
- **Telstra**, built an internal website and webapp to support staff in applying a new design tool and system.  
**Services Australia**, understand the complexity of an existing service, reimagine it through rapid ideation workshops, and present it in high quality experience maps.
- **Air Force app**, built for Android and iOS to augment and engage people at the 2019 Australian International Air show.

### In all relevant mentioned projects:

- Outputted high fidelity design artefacts.
- Adhered to WCAG AAA standards.
- Sketched, wireframed, prototyped, and built developer ready prototypes.
- Led the Discovery phase, conducting user research and service design. Responsible for synthesising findings and turning it into valuable and actionable insights
- Took lead on the Product and Interaction design.
- Rapidly prototyped concepts to test ideas
- Prepared and maintained design documentation, design systems, component libraries, style guides, wireframes, and prototypes.
- Championed the design thinking process.
- Worked closely with other designers, devs, and product managers.

### EDUCATION

- **Advanced Diploma in Games Design and Production** at the Academy of Interactive Entertainment.
- Certified **Human Centred Service Designer** from IDEO-U.

### SKILLS SUMMARY

- Software: Figma, Sketch, Adobe suite (XD, Illustrator, InDesign, Photoshop, Premier, Audition, After Effects, Animate), Jira, Trello, Unity, Unreal Engine, Maya, Invision Studio, Balsamiq, Miro board
- Sketching and wireframing
- Agile methodologies and Scrum framework
- Design Thinking and Human centred design
- Soft skills
- Empathetic (human, business, tech)
- Creativity and conceptual thinking
- Reliable and hard working