

Senior Product Designer Research & UX Lead

Learn about my process and see my works on my website
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:

- Established Continuous Discovery at Mad Paws. Weekly research sessions with 3 users, accessible for Product, Tech, Marketing, and all the other businesses within our group.
- 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.

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

I designed on:

- Mad Paws marketplace, redesigned the UX, front of house, and back of house experience, processes, and tools for booking Cancellations.
- 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 Centrelink debt recovery, reimagine it through rapid ideation workshops, and present it in high quality experience maps.

In all relevant mentioned projects:

- Alongside my product trio, led our delivery team
- Outputed 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, Dovetail, Miro, Adobe suite (XD, Illustrator, InDesign, Photoshop, Premier, Audition, After Effects, Animate), Jira, Trello, Unity, Unreal Engine, Maya 3D
- 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