RYDER FITZPATRICK

UX/UI DESIGNER

California, USA
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EXPERTISE

Design
- Information Architecture
- Sitemapping
- Storyboarding
- Sketching
- Wireframing
- Prototyping
- User Flows/Task Flows
- Paired Design
- Design Studio Facilitation

Research
- Competitive Analysis
- User Interviews
- Contextual Inquiry
- Affinity Mapping
- Persona Creation
- User Test Facilitation

Tools
- Figma
- Sketch
- InVision
- Adobe Creative Suite
- Keynote
- Whiteboard
- Pen and Paper
- Jira/Confluence
- Asana
- HTML/CSS (limited)

EDUCATION

General Assembly
User Experience Design Immersive

AR/VR Academy
VR Design with Unity Engine

CSU Northridge
Bachelor of Fine Arts

EXPERIENCE

Blend | Senior Product Designer
San Francisco, Feb 2022 - Current

Designer partner with PMs across multiple teams spanning projects that touch both consumer and enterprise users in the mortgage and consumer banking industry.

- Strategize with PMs and business partners to ensure features are impactful.
- Validate design directions, perform user testing with customers and consumers.
- Utilize existing design system library and contribute to its improvement.
- Track feature usage analytics to gather insights for future improvements.
- Identify opportunities to improve platform when working on new features.

Linqia | Senior Product Designer
San Francisco, Sep 2019 - Jan 2022

Lead designer and strategist for *Resonate*, a new end-to-end SaaS platform, enabling brands and agencies to run influencer marketing campaigns. *Resonate* empowers clients with a complete system for campaign management and leverages AI powered insights for better ROI and future campaign optimization.

- Collaborate with cross-functional partners to create requirements, consult with internal and external stakeholders to validate design direction.
- Facilitate design sprints to align cross-functional teams on goals, prototype quickly and test with users to ensure high velocity and quality design process.
- Design using scalable frameworks, reusable components, familiar interactions based on best practices to reduce user fatigue and minimize user errors.
- Build and maintain design system library consisting of style guidelines, and behavioral expectations to create a high quality, consistent product experience.
- Track feature usage and feedback through analytics and usability testing to find opportunities for improvement, design and test updates, then help push through improvements.

Apixio | Product Designer
San Mateo, Aug 2018 - Sep 2019

Appointed design lead for company's main product *HCC Identifier*, pushing through several large impactful features at high velocity to ensure company's lead in competitive landscape. Created a design process for entire team focusing on design thinking that included prototyping and usability testing to validate design directions and work with cross-functional partners to deliver features.

Moody's Analytics | UX Designer
San Francisco, Apr 2017 - Aug 2018

Worked direclty with director of design on new product *ImpairmentStudio*, a highly regulated and high-stakes banking application that helps banks manage their invetment profolios. Developed a design process to validate ideas and work with other verticals to create a consistent product experience across Moody's Analytics.

UXAdvice.Today | Junior UX Designer
San Francisco, Aug 2016 - Apr 2017

Worked on multiple projects including B2C and B2B products, wearing many hats in a boutique design agency.