

# Ryan Walker

Atlanta, Georgia - (404) 520-9754 - Ryanmadwalker@yahoo.com

## EXPERIENCE

### ReadySet VR - Sr. Product Designer

Jan 2021 - Apr 2023

- Lead designer for startup with VR products that allow users to conduct consumer research in retail environments
- Unified seven offerings into a branded suite of products; created a design system and implemented it across multiple applications - Virtual Reality, Desktop, Web-Based App, etc.
- Led discovery sessions to collect business requirements from c-suite & users to build product roadmaps, translated feedback into features, built user journey maps, mapped information architecture, designed wire frames, designed final user experiences and interfaces, worked iteratively with developers throughout projects to ensure smooth translation of designs into Unity and other platforms

### LAB 1886 - Sr. UX/UI Designer

Aug 2019 - Jul 2020

- Head UX/UI designer at Atlanta branch of Mercedes Benz startup incubator for prototyping and commercializing new products and services
- Lead designer for Generations Parts startup: mapped the competitive landscape to identify opportunities for differentiation; interviewed prospective customers to create personas and feature lists; created journey maps, site architecture, product design, and company branding
- Other responsibilities included product validation, usability testing, and product roll out strategy.

### Stanley Black & Decker - Sr. UX/UI Designer

Mar 2016 - Aug 2019

- Owned all iPhone / Android Application design for the Black + Decker brand, notably the B+D Robot Vacuum and Smart Battery. Created apps in tandem with physical product development team, designing in-app solutions to overcome physical product challenges, ultimately saving the company money and increasing speed to market
- Became the go-to resource for branding: developed logos; translated existing SBD brands into digital channels; designed SBD conference
- Thrived in fast-paced environment where the project's technology and industry regularly changed: would go from learning enough about manufacturing to prototype an Augmented Reality factory support product, to mocking up an app for an autonomous job-site scanning robot

### Assurant - UX Specialist

Oct 2015 - Mar 2016

- UX/UI designer for an insurance company specializing in consumer goods
- Highlights include: gamification for My Witt, created designs and flows for pitch work to Apple & Amazon that ultimately won their business

### BIG RED ROOSTER (Advertising Agency) - Graphic Designer

Sep 2013 - Jul 2015

- Graphic designer for Rheem, Peet's Coffee, Mars drinks, Moen, and Home Depot
- Developed creative concepts and designs based on specs from clients and briefs
- Branded Rheem rewards program

## EDUCATION

2009 - **Elon University** - Bachelor of Arts, Digital Art / Minor in Business Administration

2012 - **Portfolio Center** - Graduate degree, Graphic Design

## DIGITAL SKILLS

Figma  
Adobe XD  
Illustrator  
Photoshop  
Indesign  
Sketch

## STRENGTHS

Empathy  
Dependability  
Icon design  
Collaboration  
Gamification

## HOBBIES

Board/card games  
Synthesizers  
Ukulele  
Camping  
Woodworking