Ryan Walker

Senior Product Designer

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SUMMARY

Senior Product Designer who designs simple tools for building complex things. 10+ years designing the tools people use to set up, run and grow their businesses, from ezCater's restaurant partner marketplace to VR retail research at ReadySet and connected products at Stanley Black & Decker. I set strategy alongside product and research, prototype fast with AI tools like Claude Design, and ship across web, mobile, hardware and AR/VR.

EXPERIENCE

ezCater · Senior Product Designer — Sep 2023 – Sep 2026 · Remote

- Lead designer for ezCater's supply side, owning the restaurant-partner experience across the Delivery, Fulfillment and Self Serve teams. Set strategy with each team's PM and researcher, turning continuous research into product changes, and partnered closely with engineering, content design and analytics.
- Redesigned restaurant partner onboarding from a manual, sales-led process into guided self-service: adoption by eligible partners grew from 35% to 92% in six months, and cut partners' time to go live by 19%.
- Designed the Delivery Tracking Dashboard behind ezCater's new tracking requirement, helping raise fully tracked orders from 65% to 80% in seven months.
- Designed self-serve cancellation policy settings in Partner Portal, tackling $1.7M a year in support costs and subsidized fees and collecting $19.7K in fees in the first three days after launch.
- First designer at ezCater to deliver a project primarily in Claude Design: a self-serve menu editor built as a working, clickable prototype for partner testing. Led team discussions on improving the Claude Design workflow.

ReadySet VR · Senior Product Designer — Jan 2021 – Apr 2023

- Sole product designer at a VR shopper research startup for consumer goods brands, reporting to the VP of Experience.
- Unified four offerings into one product suite with a shared design system across VR, desktop and web: Product Library (25K+ 3D products), Planogram Builder, Desktop App and VR Viewer.
- Built the Planogram Builder from scratch, turning shelf layout, a specialist task, into a tool researchers and brand managers could use themselves.
- Redesigned the VR controller interactions to work for either hand, on any headset, with contextual options, making the controls easier to teach remote participants.

Lab1886 (Mercedes-Benz innovation lab) · Senior UX/UI Designer — Aug 2019 – Jul 2020 · Atlanta, GA

- Head UX/UI designer, taking early-stage ventures from research to product and brand.
- Led end-to-end design for Generation Parts, a funded two-sided marketplace for used truck parts, from competitive analysis, customer interviews and journey maps to product design and brand identity.

Stanley Black & Decker · Senior UX/UI Designer — Mar 2016 – Aug 2019 · Atlanta, GA

- Owned iOS and Android app design for Black+Decker, including the Robot Vacuum and Smart Battery apps, working with the robotics team to scope the vacuum's features to its price point and customers.
- Redesigned the robot vacuum app's feedback flow after launch, lifting its App Store rating from 2.4 to 4.3 stars in two weeks (later 4.7). PCMag called it a "simple, well-designed app."
- Took the FACOM Smart Tools app from kickoff to agency handoff, designing the wireframes and core screens in three tool brands (FACOM, MAC Tools and Proto), then supervising the agency's design and development.

SKILLS

Practice: UX/UI design, product strategy, systems design, interaction design, design systems, prototyping, data dashboards, brand identity

Platforms: B2B and marketplace web apps, iOS and Android, connected hardware, AR/VR

Tools: Figma, Claude Design, Claude, Adobe Illustrator, Photoshop, InDesign

EDUCATION

Portfolio Center · Graduate degree, Graphic Design — 2012

Elon University · BA, Digital Art, minor in Business Administration — 2009