HI, I'M RYAN BERG.

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(224) 715-5551

I design systems.   I code frameworks.   I prototype ideas.   I care.

EXPERIENCE

The Business Journals NEW YORK, NY AND CHARLOTTE, NC

Lead Product Designer JULY 2016 – PRESENT

- **Coaching and leadership** Conduct bi-weekly design reviews focused on improving our work and helping each team member grow as a designer.

- **WCAG-compliant color palettes** Developed a tool to generate WCAG-compliant brand color palettes across multiple brand themes.

- **Homepage concept testing** Built the front-end of a new homepage MVP and ran A/B tests that enabled the team to learn, iterate, and adapt quickly and efficiently.

- **Design system** Laid the design foundation and solved technical challenges to kickstart our design system, which supported faster development of the homepage MVP by minimizing the need for writing page-specific CSS.

- **Data-informed decision making** Regularly contribute toward our team's shift toward embracing testing by identifying high-impact, low-effort opportunities to run small tests that enabled more-informed decision-making.

Senior Product Designer OCTOBER 2014 – JULY 2016

- **Responsive redesign** Guided the responsive redesign of Bizjournals.com to provide readers a better experience on any device while offering advertisers more effective opportunities to reach their desired audience.

User Experience Designer OCTOBER 2012 – OCTOBER 2014

- **New, custom CMS** Led the design of a new CMS estimated to reduce content entry time by 1 million minutes each year for editorial staff across 43 markets.

- **Pattern library and front-end standards** Established a pattern library and front-end standards to enable designers and front-end developers to work with more speed and achieve greater quality.

Freelance/Consultant NEW YORK, NY

Product Designer JULY 2011 – OCTOBER 2012

- **E-commerce startup** Designed and built the front-end for a startup's charitable, social e-commerce marketplace, as well as its marketing website, ahead of its public launch to customers and investors.

- **Information architecture** Guided a 163 year-old newspaper company to provide a more delightful user experience by streamlining its information architecture as they prepared to move their website to the Ellington CMS.

- **Small changes, big improvement** Carefully realigned a Stanford University department website to offer more obvious navigation and more comfortable reading for its visitors.

SKILLS

Design

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Prototyping
Design Systems
Product Design
Interface Design
User Experience Design
Information Architecture
Wireframing
A/B Testing
Usability Testing
Critique
Responsive Design
Mobile Design
App Design
Sketch
Abstract
Photoshop
Agile/Scrum
Lean UX
```

Code

```
HTML
CSS (SCSS, LESS)
B.E.M
Javascript
Vue.js
jQuery
Design Tokens
Nunjucks
Git
Python
Django
Accessibility
Prototyping
A/B Testing
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EDUCATION

The University of Kansas
LAWRENCE, KS

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Bachelor of Fine Arts,
Emphasis in Visual
Communications
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TheLadders.com NEW YORK, NY

Interaction Designer SEPTEMBER 2010 – JULY 2011

- *User interviews* Conducted user interviews and interpreted findings for sharing throughout the company.

- *Conversion funnels* Designed conversion funnels to optimize for both customer satisfaction and achievement of business goals.

- *Agile & Lean UX* Prototyped design solutions to integrate efficiently into an agile development workflow.

Arc90 NEW YORK, NY

Visual Designer (Contract) JUNE 2010 – SEPTEMBER 2010

- *iPhone app* Created effortless interaction flows and crisp UI elements for McGraw Hill's iPhone app that helped students keep track of study time and grades.

E.W. Scripps KNOXVILLE, TN

User Experience Designer JUNE 2007 – MAY 2010

- *Front-end architecture* Streamlined templates for Scripps' 20 separate newspaper websites onto one common platform, enabling future development to move forward with considerable ease and efficiency.

- *Training* Led training sessions to empower Scripps' newspaper developers with technical strategies and conventions to best support the goals of the online newspaper readers and online advertisers.

- *Process improvements* Optimized the User Experience team's workflow and output to be more efficient and higher-quality by integrating new technologies such as version control and Django template development.

- *Usability testing* Pinpointed user experience struggles through participation in multiple live usability tests and quickly built workable solutions to solve documented problems.

See case studies and work samples at **ryanberg.net**