# Ryan Michael Scott - Product Design & UX Leader

Over 20 years of experience in shipping via continual learning, modern design practices, and agile frameworks. I focus on positive outcomes for businesses, delivery teams, and end customers via continual communication and mutual understanding. I use my knowledge, empathy, processes, data, and principles to create better user experiences that are easy to develop, understand, and loved by those that use them.

## Recent Experience

**Alaska Airlines** | User Experience Lead                    **2017 - Present**

*I am currently leading Enterprise-Level Product Design and User Experience for all of Alaska's Enterprise responsive web-based platforms and mobile Android devices.*

**Call Center** | Sr Product Designer > UX Lead
- Designed initial POC Customer Support application to replace a legacy system
- Instituted user sessions, quarterly studies, surveys, and aggregated data
- Worked with POs, PMs, and dev team to produce a component-based style guide
- Pitched to CEO to obtain further funding via evidence-based achievements
- Worked with POs, PMs, and business leaders to develop OKRs and KPIs
- Product currently saving/reducing cost by $MM across support infrastructure

**Airport Ground Ops** | Sr Product Designer > UX Lead
- Designed initial POC for Android mobile app platform to replace paper process
- Instituted user sessions, conducted on-site studies, surveys, and aggregated data
- Pitched to CEO to obtain further funding via evidence-based achievements
- Worked with POs, PMs, and business leaders to develop OKRs and KPIs
- Responsible for product strategy and helping increase throughput of the dev team
- Products currently saving/reducing cost by $MM across ground operations

**Cargo** | UX Lead
- Worked with POs, PMs, and dev team to identify issues with adoption of CMS
- Reduced churn and increased developer throughput by removing design barriers
- Supported reduction of crucial pain points and customer support calls via designs

**Corporate Support - Intranet**  (Alaska's World) | UX Lead
- Led UX Researcher in initial findings and reporting via company-wide survey
- Supported business data findings for RFP and RFI requirements for new CMS
- Worked IC Designer on discovery phase design deliverables to support transition

**Corporate Support - Employee Travel** | UX Lead
- Lead UX Designer in support and maintenance of current systems
- Worked with POs, PMs, and leaders to understand challenges and opportunities
- Worked with UX Designer on discovery phase design deliverables and data
- Support consolidation of current products and adoption of a design system

**ITS Design Team** (Alaska's enterprise technology division) | UX Lead
- Conduct hiring of Product Designers across the organization
- Set vision and strategy for multiple products across the organization
- Created design thinking based delivery framework for dev delivery platform
- Supported Team's ability to learn, grow, and produce high-quality work

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### Education

Bachelor of Arts, Western Washington University

Concentration in Graphic Design, Illustration, and Photography

### Recommendations

*I appreciate his ability to get straight into the work using his experience and taste and refine it with thoughtful research and study. Ryan works directly with folks throughout the company and has earned a lot of respect from end-users, software engineers, product managers, and senior leaders. It's uncommon to find a designer with so much throughput, consistently meeting the mark with great solutions, and while being such a pleasure to work with.*

— Nick Wilkinson

Sr Manager Software Engineering at Alaska Airlines

*He is a terrific partner who approaches his craft with humility and professionalism. He is a team player, taking the lead when appropriate and following the lead of the product owner to ensure a user story is captured to the team's satisfaction.*

— Rick Nagy

Principal Product Owner at Alaska Airlines

### Outside of Work

I am a father to two wonderful (albeit sometimes challenging!) elementary-aged children. When I'm not engaged with them, I'm usually found working on an endless list of DYI projects on my 111-year-old Craftsman home.

I enjoy traveling, photography, snowboarding, collecting music, concerts, comedy, and cooking for friends and family.

**CopsForHire** | Lead UX Designer                    **2016-2017**      Exit due to ceasing of operations

Led redesign of an online shipping marketplace for off-duty Police Officers. Architected updates to the existing product while simultaneously leading junior team members in a product-wide content inventory and analysis project. Conducted weekly design sprints with Product and Business representatives. Interviewed customers and users of the product to acquire actionable feedback. Prototyped and updated mobile and web designs with the Product team to gain Business feedback and Developer buy-in. Managed interns through design-related projects such as comprehensive site-wide content inventories and analyses.


**CRRNT** | Lead UX Designer                    **2015-2016**      Exit due to shift of business

Architected the re-design of a major North American telecom website which took the property from a static, non-transactional presence to a responsive experience that added shopping. Led significant feature enhancements through the project's lifecycle that included competitive audits and market insights. Presented and iterated user journeys, sitemaps, and mobile prototypes with internal and external clients. comprehensive site-wide content inventories and analyses.


**Benefitfocus** | Senior UX Designer                    **2012-2015**      Exit due to move back to WA

Senior UX role in redesigning a 23 million user-strong cloud-based benefits purchasing and management platform. Developed lean documentation templates for user flows, sitemaps, users journeys, responsive layouts, and prototypes. Collaborated with Product Managers to rapidly prototype and iterate on design solutions for both web and mobile products. Achieved a measurable increase in usability and overall user experience for end-users, as proven by user testing sessions and product reviews. Mentored junior designers and helped facilitate the growth of the Design Team.


**Getty Images** | Senior UX Designer                    **2010-2012**      Exit due to move to SC

Owned the interaction and visual design for multiple components of the Getty Images website and its subsidiaries. Designed simple solutions for numerous initiatives, including the rights-managed pricing calculator, the checkout experience, and the relaunch of Photos.com. Conducted on-site user testing for key clients utilizing rapid prototyping. Maintained UX team working file templates for deliverables and prototyping.


**Microsoft** (Contract) | UX Designer                    **2009-2010**      Exit due to duration rules

Sole UX designer in charge of re-designing Microsoft's personal health management Web application - HealthVault. Brought the product's UI out from a BETA state to 1.0 via a comprehensive schedule of user testing and rapid prototyping. Created a new look-and-feel for the application while maintaining brand loyalty. Worked closely with the development team to integrate new product designs into the existing platform infrastructure. Generated sitemaps and user flows to help identify and improve the product's user experience.


**RIPL** | Lead UX Designer                    **2006-2009**      Exit due to ceasing of operations

Sole UX designer in charge of re-designing Microsoft's personal health management Web application - HealthVault. Brought the product's UI out from a BETA state to 1.0 via a comprehensive schedule of user testing and rapid prototyping. Created a new look-and-feel for the application while maintaining brand loyalty. Worked closely with the development team to integrate new product designs into the existing platform infrastructure. Generated sitemaps and user flows to help identify and improve the product's user experience.


**Virtuoso** | Product Owner                    **2004-2006**      Exit due to division outsourcing

Managed team of two user interface designers, one product manager, two developers and two testers in the creation and maintenance of Virtuoso.net. Directed visual redesign for this 10,000-strong, member-based extranet that focused on user experience.


**Classmates.com** | UX Designer                    **2003-2004**      Exit due to company buy out

Designed flexible HTML e-mail templates incorporating shared graphical and advertising elements from Classmates.com using analogous HTML code. Templates enabled Classmates.com to increase click-through rates on all outgoing HTML e-mails while simultaneously reducing the cost and file size.

**Vendaria** | Lead Interactive Designer                **2002-2003**   Exit due to ceasing of operations

Produced interactive product demonstrations for clients' e-commerce websites. Created original interfaces for clients that resulted in increased click-through rates and product visibility.

**Acadio** | Lead Interactive Designer                **2001-2002**   Exit due to ceasing of operations

Collaborated with executives to create and develop a scalable e-commerce Web site. Assisted in the creation of the corporate identity system. Managed and provided art direction to the image production team.

**DailyShopper** | Lead Interactive Designer                **1999-2001**   Exit due to company buy out

Created unique e-commerce Web sites for clients. Redesigned DailyShopper.com to improve usability, performance, and marketing effectiveness. Designed and produced interactive marketing presentations and supervised web design

**Microsoft** (Contract) | Interactive Designer                **1996-1999**   Exit due to duration rules

Created original designs and illustrations for the most popular site on MSN, "One Click Away," a weekly online guide to the Web. Designed "Pen Pals," an online site for kids. Developed logos, icons, and interface designs. Produced internet-based promotional materials for MSN and related sites. Created new identities and designs for seasonal channels within MSN.