

# Ryan Spohn

PRODUCT DESIGNER (UX / UI / VISUAL INTERACTION)

San Francisco, CA

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I have 10+ years of experience designing for the web, and specialize in the areas of user interface design, interaction design, visual design and prototyping. I've worked with notable startups including Pearl Street Software (acquired by MyHeritage 2007), HiveLive (acquired by RightNow Technologies 2009), FamilyLink.com, and SafetyWeb.com (acquired by Experian 2011). I'm a creative problem solver, self motivated, and have a stubborn eye for detail.

## Experience

Principal Product Designer

San Francisco, CA

Oct 2013 - Present

## Salesforce

As principal designer, I split my time between leading a team of product designers and serving as a design lead on larger projects.

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Lead Interaction Designer

San Francisco, CA

Oct 2011 - Oct 2013

## Salesforce

- Lead designer for Salesforce1 mobile for iOS and Android (<https://itunes.apple.com/us/app/salesforce1/id404249815?mt=8>)

- Co-designed Salesforce living product styleguide (<https://sfdc-styleguide.herokuapp.com/>)

- Lead designer for Chatter focusing on social collaboration around files.

## SafetyWeb.com

SafetyWeb is the leader in cloud-based online safety and the company behind of the SafetyWeb service, an Internet service that makes it easier to protect the reputation, privacy, and safety of kids online. SafetyWeb was acquired by Experian Consumer Direct in 2011.

- Key member of the product and engineering teams.
- Collaborate with the product and engineering teams to craft high quality user experiences through the design of the customer facing web application user interface, and iPhone and Android mobile applications.
- Participate in the software development life-cycle including: functional definition, user flows, interaction models, user interface design, graphic design, page layouts, color palettes, content style guides and design patterns, wireframes, prototypes, polished visual design, site maps and navigation schemas.
- Own direction for all design related work.
- Manage design team and their output over two week sprint cycles:
  - .....• Work with product owner to prioritize and estimate design related tasks.
  - .....• Identify task deadlines and dependencies.
  - .....• Delegate tasks within the team based on individual strengths.
  - .....• Act as the common filter for stakeholder feedback.
- Contribute to customer acquisition and retention campaigns through design audits, A/B testing, user testing, and analytics.

- Support business development initiatives by producing hi-fidelity mockups illustrating proposed product integration with partners.
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Visual & Interaction Design Lead

Provo, UT  
2009 - Aug 2010

## FamilyLink.com

FamilyLink provides the platform for the family social experience.

- Key member of the web development and product teams
- Focused on the design of the web application user interface for the commercial website, iPhone, and Facebook applications.
- Collaborated with product managers, engineers, and directors across several departments to define strategy, site architecture and navigation, map out user flow and experience, and define high level interaction.
- Participated in all phases of the software development life-cycle, including: functional definition, standard information architecture documentation, user interface design, graphic design, page layouts, color palettes, wireframes, site maps, user flows, user scenarios, functional specifications, navigation schemas, prototyping, ongoing usability testing and assessment, and user scenario research.

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User Experience Designer

Boulder, CO  
2008 - 2009

## HiveLive

HiveLive, Inc. offered a flexible building-block approach to creating custom-fit online customer communities. HiveLive was acquired by RightNow Technologies in 2009, and is now part of their CX social experience application suite (<http://www.rightnow.com/cx-suite-social-experience.php>).

- Iterative specification, design and prototype of interaction flows
- User interface design
- Visual design
- Wireframe design and information architecture
- Usability analysis and testing for new product features

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Interaction Designer & Front End Web Developer

Boulder, CO  
2007 - 2008

## ArbolWorks

Co-developer of WebTree.com - a free place online for families to store, share, and print their family history.

- Developed the service's branding and visual identity.
- Designed the web site's overall visual appearance.
- Client-side development of rich JavaScript application to parse and display family history data.
- Worked with other developers to create a custom chart display engine, JSON-driven data API, and AJAX-based navigation.

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Co-founder, Web / UI / Graphic Designer

Boulder, CO  
2005 - 2007

## ProtectMyPhotos

ProtectMyPhotos was an automated digital photo backup service that secured deals with ArcSoft, the number one distributor of photo software packaged with digital cameras and Best Buy, the number one retailer of digital cameras worldwide.

- Leveraged client side technologies such as XHTML, CSS, JavaScript, AJAX, XML to create a sophisticated web-based file browser, mobile file browser, and corporate web site.
- Visual design for Windows application GUI, web site, print advertisements, retail packaging and displays, and company collateral materials.
- Developed the service's branding and visual identity.
- Worked with other developers to transition the service to support 13 languages.
- Created and maintained installers for the Windows application.
- Helped to draft the service's privacy policy and terms of use.
- Key contributor to the development of business strategies.

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Graphic Designer / Web Designer

Boulder, CO  
2003 - 2007

## Pearl Street Software

- Graphic and web site designer for a leading provider of software and services for family history documentation. Pearl Street Software was acquired by MyHeritage in 2007.
- Design, development, and maintenance of company web sites
- Print advertisements - magazines, flyer inserts
- Retail packaging design for globally distributed software program
- Created company collateral materials
- Formatted and contributed to 400-page user documentation for software
- Provided technical support for users

Education

BFA in Industrial Design, Minor in Web Design

Columbus, OH  
Aug 1997 - May 2002

## CCAD

The Industrial Design program at CCAD taught me the design process, through lens of product design - a blending of form, aesthetics, usability, user ergonomics, engineering, marketing, brand development and sales.

I minored in Web Design.

### Knowledge / Skills / Abilities

- Web Application Design
- User-centered Design
- Interaction Design
- User Interface Design
- iOS, iPhone, iPad
- Android
- Rapid Iterative Testing and Design
- Responsive Design
- Information Architecture
- Functional Specifications
- User Experience
- Wireframing
- Prototyping
- HTML, CSS, JavaScript, jQuery, PHP, Git
- User Flow Design
- Interaction Modeling
- Polished Visual Design
- User Scenarios
- Usability Testing
- Usability Design
- A/B testing
- Style Guides
- Web Layout
- Color Palette
- Agile
- Team Management
- Project Management
- Product Strategy

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Sketch
- OmniGraffle
- Coda
- TextMate
- Chrome Inspector
- iTerm
- Flinto
- Evernote
- Google Docs
- Skype
- Dropbox
- Silverback
- Paper, pen, marker and whiteboard