

# RYAN ARP

I'm a Senior Product Designer with a track record of designing successful mobile and web applications for enterprise companies. I came to UX and product design through a series of pivots from Civil Engineering, to Systems Integration, and then to Digital Products. I'm a lifelong learner who seeks out interesting problems to solve and loves working with smart, healthy, and growing teams and leaders. Also, I believe systems (design and ops) are important for any team to scale, and that designers should be designing the process in which work gets done as much as designing the products themselves.

## EXPERIENCE

### Senior Product Designer

Stella & Dot | Brisbane, CA | 2015 - Present

Stella & Dot needed to redesign their existing, out-dated iPad app "Dottie" for the iPhone. I was recruited by a former Thirty-One VP and joined as a contractor to design the new app that handles all orders, contacts, and payment transactions at their in-person Trunk Shows. After the project, I joined full time and began working on UX and product design for all 3 Stella & Dot Family brands.

My design work at S&D has included a year-long full e-commerce platform redesign, an online personalization tool that won project of the year, their social marketing and business management app for consultants, and more. All of our projects cover the gamut of UX strategies, including research, journey mapping, wire-framing, prototyping, testing, and extensibility. A good amount of my time as senior product designer is spent collaborating with PM leads and our COO on product strategies and roadmap planning, design systems and ops, as well as, mentoring and working with our cross-functional partners to promote UX and design thinking throughout the rest of the company.

### UX/UI Designer

Thirty-One Gifts | Columbus, OH | 2012-2014

I joined a newly formed mobile team to create the first mobile app for their 130,000 active consultants. At the time, Thirty-One was experiencing 200-300% yearly growth, and our team was responsible for building services and apps that would quickly enable their sales force for mobile business. We were able to design and build the first version within 4 months and launched successful apps for iOS and Android on phone and tablet, both achieving #1 rankings in the Apple and Google Play stores in the business category.

While continuing to work with the mobile team, I also began working with leadership to rethink and redesign their consultant-facing back office web application, Party Plan. A project that took almost 2 years and 40+ engineers and product managers to complete, I remained the lead UX/UI designer for both mobile and web projects during my time at Thirty-One, performing all of the product exploration, user research, stakeholder reviews, design, and usability testing.

## SKILLS

- Responsive Web Design
- iOS and Android
- Web Applications & Platform
- Interactive Prototypes
- Information Architecture
- e-Commerce
- Digital Product Strategy
- Design Systems
- Competitive & Market Analysis
- User Research

## TOOLS

- Sketch
- Figma
- Invision
- Zeplin
- Jira
- Flinto
- UX Pin
- Webflow

## EDUCATION

### B.S. in Civil Engineering

Tennessee Technological University

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## EXPERIENCE (CONT.)

### Founder

SAILS | Chattanooga, TN | 6/2012 - 12/2013

Pitched and secured angel funding for a mobile sales and transaction app for the direct sales industry, allowing consultants to import their print catalogs and create multiple carts for mobile sales transactions at in-person shows. I performed all product design and managed development for our initial MVP product. After a product demo to Thirty-One Gifts, one of the largest and fastest growing Direct Sales companies in the US, I received an offer several months later to join their team.

### Interactive Director

Medium | Chattanooga, TN | 5/2011 - 5/2012

Initially, I hired Medium to build NextRoom, an application to help medical practices be more efficient with their patient flows and communication. Several months into the project, I joined Medium as an Interactive Director and partnered with them to co-launch and market NextRoom before the company closed in May 2012.

### Owner

Enhanced Living Systems | Chattanooga, TN | 2003 - 2011

Owned and operated an electronic systems integration company, designing and installing high end automation systems for residential and commercial buildings. Performed all proposals, system design, architectural specs, system programming, sales, support, and business operations for the company.

### Building Official

Bradley County | Cleveland, TN | 1997 - 2003

County Building Official, responsible for engineering and architectural plan review, permitting, inspections, and occupancy approvals for all Residential, Commercial, and Industrial construction in the county. Coordinated with the TN State Contractor Board and Fire Marshall's office, and County Planning and Engineering departments for zoning and addressing.

## HOBBIES

- Feeding my podcast addiction (50/50 leadership vs startups)
- Going through a never-ending list of home projects
- Family sports & adventures
- Volunteering
- Jobs-To-Be-Done Advocate
- Working on side projects that help me expand my experience and knowledge