

Ryo MacPherson

Product Designer

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I'm a data-driven designer. I ask hard questions, identify the real problems, and design optimal solutions. I have education and experience in psychology, business, and technology.

Experience

Design Lead, Founding Member Spotlightly

Toronto
September 2016 — Current

- Managed 3 research teams while designing a mobile app from scratch in 3 months
- Redesigned entire UX & UI in 3 weeks for a mobile party game with 1000+ monthly users
- Designed & developed (with React Native) several apps currently available in app stores

Senior UX Design Consultant Content Bloom (Client: SKF)

Remote
July 2020 (2-month contract)

- Conducted extensive research & implemented strategy to help SKF enter new (DIY) market
- Redesigned SKF's entire *vehicle aftermarket* web app for 80+ countries, in 8 weeks

UX Designer Methodify

Toronto
Oct 2017 — September 2019

- Created the company's first UX research initiatives; improved the development process
- My design process was 2x faster, 5x cheaper, and 3x more practical than prior agency's

UX Designer (Freelance)

Jan — Oct 2017

- Designed two mobile apps for two clients – a social network, and a sharing-economy app

Researcher & Writer Skeptikai, Prototypr, others

Tokyo, Manchester, Toronto
January 2009 — Current

- Published over 300 research articles within various publications, including newspapers
- Writer for Prototypr, one of the world's largest UX publications

Education

Human Capital Management (IHRM & CIR) University of Manchester

- Received QS Leadership Scholarship; graduated *summa cum laude*

MSc
2016

Psychology University of Manitoba

- Received Merit Scholarship; published research as first author

BA
2010

Skills

Design

Figma
Sketch
Whimsical
InVision
Procreate
Balsamiq

Research

Usability Testing
Contextual Inquiry
Competitor Analysis
User Research
Platform Analytics
Full-scale UX Audit

Psychology & Business

Cognitive Science
Behavioural Economics
Industrial Psychology
Human Capital Management
Social Psychology
Business Analysis