

Hello! I'm Emily.

And I like to help people. People who use products, people who *should* be using products, people who work for companies who make products. Because UX isn't just about crafting digital applications. It's about solving problems and helping people.

My career has crossed a variety of competencies including design, development and UX. I've been fortunate enough to work for some pretty great companies, doing impactful projects and leading some wonderful teams. I'm constantly striving to get better and I believe that leadership is not about rising to the top but about cultivating greatness in those around me, particularly those on my team.



I constantly look forward to solving tough problems and learning along the way. I believe that there's no success in solitude and no solution in isolation. The best experience for everyone - users, builders, designers and businesses - comes from collaboration. Working across multiple teams and functional areas means always listening, sharing and solving... solving for the users, the team and the business. When those come together, great experiences happen.

But great things don't stop there. Once those experiences comes to life, the work is far from done. Post-launch, it's all about continual iteration and measuring success, or lack thereof, and making improvements. Metrics matter and the best solutions are only as good as what users - and the data - says. My background includes completion of an Advanced Management Program (it's like an executive MBA) from one of the most successful SaaS private equity firms in the country. This means initiatives are never a "one and done" because I'm constantly thinking about the business needs, in addition to the user needs.

If this sounds interesting, I'd love to share how I approach the work I do and how I can help your business. We can do great things when we have great people working on tough problems and I'd love to be part of your team.

Let's figure this out together. Let's make something amazing.

EMILY RYAN

ABOUT ME

In my 22 years of experience, I have been fortunate enough to work cross-functionally to solve a variety of digital issues, largely within the education and health care sectors, for commercial, federal and state government agencies. I began my career as a web and print designer, then transitioned into a full-stack web and database developer and finally, in the last 9 years, have moved into the User Experience (UX) competency. My unique background means that I am adept at creating solutions that are aesthetically pleasing and are technically feasible. I understand the unique constraints that face designers and developers since I spent many years in both roles prior to moving into UX. Additionally, I have been part of high-functioning teams and I have driven those teams to success through increased application and site engagement, growth in sales and revenue and through the creation of truly unique technical solutions, particularly within mobile and responsive application development.

Note: This is an abbreviated version of my resume. For full details, please visit www.uxiseverywhere.com.

CONTACT

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EDUCATION

K1 Advanced Management Program (AMP)

Completed

February 2019 – October 2019

George Washington University

M.A. Computer Forensics

Sept 2002 – May 2004

James Madison University

B.F.A. Graphic Design, Minor in Art History

Sept 1992 – May 1997

EXPERIENCE

GoCanvas

Senior Director of UX

November 2018 - Present

Brief overview of current responsibilities include:

- Leading a team of 11 cross-discipline practitioners from junior level to senior managers.
- Reimagining the product experience and driving that vision to success.
- Creating a culture of sharing and transparent leadership.
- Aligning the product and marketing teams into a customer experience team.
- Partnering with product management to hone company product strategy.
- Speaking at a variety of industry conferences, recruiting events and meetups on behalf of GoCanvas.

Deloitte Digital

Studio Senior Lead and UX Competency Lead

April 2016 - November 2018

Brief overview of responsibilities included:

- Leading a team of 22 UX practitioners from analysts to managers.
- Creating extraordinary products for our clients, particularly in the state and federal government sectors.
- Storytelling through artifacts.
- Forecasting and planning for future work efforts.
- Speaking and evangelizing for Deloitte Digital.
- Creating a culture of inclusion and career guidance.

Endgame

Director of UX

March 2015 - April 2016

Brief overview of responsibilities included:

- Conducting extensive user research with security professionals and the hacker community.
- Creating and leading a highly talented team.
- Integrating UX processes and human-centered design practices into the development process and creating an executive language around UX.
- Solving problems for a variety of users through cutting-edge technology.
- Helping craft a compelling marketing story in order to sell our unique solution.

RECENT AWARDS

Tech in Motion (TIMMY awards),
Best Tech Manager in DC, Runner
Up, October 2019.

GoCanvas Rockstar Award:
Authenticity, June 2019.

DCFemTech Recipient for Design,
May 2018.

RECENT TALKS & PRESS

Speaker at MOCO UX – “*The UX
of Landing Your First Job*”, May
2019

Speaker at K1 Product and Engi-
neering Summit – “*Elevating the
User Experience*”, May 2019

Interviewee/SME – “*US Hospitals
are now required by law to post
prices online. Good luck finding
them.*”, January 2019

Panelist – “*Beyond the Code:
Celebrating Women in Tech*”, June
2018

Experience (continued)

The Advisory Board

Senior Lead, User Experience

Sept 2010 - March 2015

Brief overview of responsibilities included:

- Conducting extensive user research with over 150 users, from students to provosts.
- Translating users' thoughts, feelings and beliefs into product functionality, interactivity and strategy.
- Assisting in the creation of product strategy for two successful products including the advisor and student products.
- Developing the first consumer-facing product marketing strategy for our student applica-
tion with a limited budget.
- Creating a wide variety of assets including concepts, wireframes, white papers, executive
summaries and final design.
- Managing and mentoring junior employees on the UX team including our junior designers
and information architects.
- Presenting high-level executive findings to leadership stakeholders, both internally and
externally including the CEO, CRO (Chief Research Officer) and the VP of Product.
- Partnering with our “New Product Development” (NDP) team to guide potential products
from concept to creation.
- Collaborating with delivery teams to continue to shape the product vision through re-
search, analysis and market trends.
- Facilitating multiple brainstorming sessions and coordinating cross-team development
sessions with internal and external teams.

Bean Creative

Senior Developer

Sept 2003 - Sept 2010

Brief overview of responsibilities included:

- Designed and developed complex online applications in a variety of languages including
Drupal, Cold Fusion, ASP, Perl and PHP.
- Built custom databases and procedures to support e-commerce applications in addition to
front-end development and design (see awards).
- Created rich media applications using Flash, Flex and AIR in AS 2 and AS 3 for web, kiosk
and DVD/CD-Rom deployment.
- Assisted with client meetings, management and communications.
- Collaborated on client budget planning and scope development.
- Wire-framed and architected projects for development.
- Mentored junior level developers and designers.
- Spoke at national conferences and wrote for the company blog.

NOTE: This is an abbreviated version of my experience.

Full details and prior job history is available at

www.uxiseverywhere.com.