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
VP 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 Engineeering 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 application 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 research, analysis and market trends.
- Facilitating multiple brainstorming sessions and coordinating cross-team development sessions with internal and external teams.

Bean Creative
Senior Web 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.