

EMILY RYAN

UX ADVOCATE

CONTACT

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EDUCATION

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

ABOUT ME

In my 21 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 and database and web developer and finally, in the last 8 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 experience. Full details and prior job history is available online at www.uxiseverywhere.com.

EXPERIENCE

Deloitte Digital

Studio Senior Lead and UX Competency Lead

April 2016 - present

Responsibilities currently include:

- Leading a team of 20 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

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.

AWARDS

[DCFemTech recipient for Design](#)

May 2018.

Recipient of a United Airlines bug bounty awards (250,000 airline miles) for discovery of a large security hole in the new United.com flight booking system, September 2015.

Co-inventor of the SSC risk model, the very first patent granted to the Advisory Board Company and the only woman on the team, September 2013

Developer on various sites winning over 30 awards including 4 Webby Honorees, a People's Choice Award and a Webby for outstanding work, September 2003 – September 2010.

Recipient of the EDUCAuse Administrative Application of the Year Award, GWU Housing Module, 2003.

EXPERIENCE (CONT'D)

Education Advisory Board

Senior Lead Information Architect

Sept 2010 - March 2015

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.
- Creating comprehensive project plans and timelines for product creation including development, design and marketing.
- Facilitating multiple brainstorming sessions and coordinated cross-team development sessions with internal and external teams.
- Volunteering in various roles with several partner non-profit organizations.

Plus 5 additional jobs as a senior developer and visual designer from May 1997 through September 2010.
Full details at www.uxiseverywhere.com.

CONFERENCE TALKS, ARTICLES & PRESENTATIONS

- Panelist – ["Beyond the Code: Celebrating Women in Tech"](#), June 2018
- Interviewee/SME - ["What Comes After User-Friendly Design?"](#) , September 2017
- Co-Presenter at DC Full Stack - ["Agile in Government: Reimagining a Department of Education Program"](#), June 2017
- Presenter at UXDC - ["Strategic UX \(StrUX\): How to derive a product your users will love while keeping your stakeholders happy"](#), April 2017
- Presenter at Purdue University - ["The UX of landing your first job"](#), April 2017
- Presenter at Midwest UX Conference - ["Becoming One with Your Users: MODELing your own behavior to understand theirs"](#), October 2016
- Panelist at Duke University's Fuqua Tech Symposium - ["Elevating the User Experience"](#), September 2016
- Presenter at DCWebwomen [CodeHer] conference - ["Bringing UX to your organization"](#), September 2015
- Co-Presenter at Museums in the Web - ["Pimp My Site Architecture: Reorganization and Usability Tools and Tactics to Reinvalidate Museum Web Sites on a Budget \(Pt 2\)"](#), April 2010
- Co-Presenter at Museums in the Web - ["Pimp My Website: Tech Tools to Redesign and Reinvalidate Museum Websites on a Budget"](#), April 2009
- Presenter at EDUCAuse, ["The House that GWU Built"](#), October 2003.