

EMILY RYAN

ABOUT ME

In my 23 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 10 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. From early 2016 through 2018, my federal project portfolio included successes within various federal agencies including NOAA, DOE and SSA. In the fall of 2018, I transitioned to a SaaS-based startup (30M ARR, 31% YoY growth) as VP of UX, where I currently lead a cross-functional team of 10 in providing unique digital solutions for small and mid-sized businesses who have been left behind in the digital revolution. I enjoy working to help solve some of the most complex problems of our time and I do that by bringing my extensive experience directly to my teams and to my projects.

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

Vice President of UX

November 2018 - Present

Current responsibilities include:

- **Reimagining the product experience and driving that vision to success** through constant collaboration with product management, dev, sales, customer success and marketing.
- **Partnering with the executive leadership** to help align the product, development and marketing teams into a full-service, integrated customer experience team.
- **Working hand-in-hand with product management to hone company product strategy**, particularly during the COVID-19 pandemic. This includes turning our quarterly road-mapping sessions into a wartime product management structure and re-charting our path forward with a new product approach in under 30 days.
- **Implementing a qualitative framework for measuring user experience and adoption** which includes revised NPS scoring mechanisms, introduction of SUS scoring and user feedback loops to ensure product changes and updates are driving the company towards success.
- **Spearheading win-loss and churn research and analysis efforts** in order to understand customer behaviors during the buying and adoption phases of the product lifecycle.
- **Creating a framework for measuring team and product success** through alignment of OKRs/KPIs that roll up to the executive level. This includes introducing my creative staff to viewing success through the lens of the business goals, in addition to the user needs.
- **Leading a team of 10 cross-discipline practitioners** including UX, visual design, research and content from junior level to senior managers. This effort extends beyond my own team to include staff on other teams. I have helped design and drive internal professional development structures and have helped craft pathways for growth and promotion.
- **Fostering a culture of transparent leadership** throughout the organization and setting the bar for company-wide leadership metrics. My approach has been leveraged across the organization to help set leadership standards for all teams.
- **Speaking on behalf of GoCanvas** at a variety of industry conferences, recruiting events and meetups.

RECENT TALKS & PRESS

Panelist – [“Rocking the Virtual Interview: A Panel Discussion with UX Hiring Managers”](#), June 2020

Co-presenter at K1 Product and Engineering Summit – “Workshop: 7 Wartime Actions to Take in R&D Right Now”, May 2020

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

Speaker at K1 Product and Engineering 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

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

Deloitte Digital

Studio Senior Lead and UX Competency Lead

April 2016 - November 2018

Responsibilities included:

- **Leading a team of 22 UX practitioners** from analysts to managers. This included creating compelling content to teach new skills thereby ensuring that all practitioners had access to the tools and training to grow and advance their professional careers.
- **Guiding the UX direction of the Government and Public Sector (GPS)** Deloitte Digital (DD) studio. This included managing projects (average 100+ a year) and performing staffing duties with teams ranging in size from 1 to 8 UX practitioners on both federal and state government projects.
- **Creating extraordinary products for our clients**, particularly in the state and federal government sectors. I led multi-million dollar engagements with the Dept. of Education, Social Security Administration, NOAA, GSA and across several state government agencies (TN, PA, WI, WA) in the healthcare exchange field. Project teams ranged in size from 1 to 4 UX designers and several visual designers across desktop, mobile and responsive web design.
- **Storytelling through artifacts** which included creating journey maps, extensive process flows, comprehensive sitemaps, well-organized wireframes, detailed annotations and high fidelity, fully functional prototypes using a variety of software including the full Adobe suite (Photoshop, InDesign, Illustrator, XD), Sketch, Justinmind, Axure and InVision.
- **Forecasting and planning for future work efforts** by working directly with senior managers and partners to ensure work was estimated and delivered on time and within budget. This created double digit growth from 2013-2018, with over 20% growth between 2016-2018.
- **Speaking and evangelizing for Deloitte Digital** at industry conferences, local meetups, universities and various professional organizations.
- **Creating a culture of inclusion and career guidance**, especially for women and POC within the studio and the broader Deloitte organization.

Endgame

Director of UX

March 2015 - April 2016

Responsibilities included:

- **Conducting extensive user research** with security professionals and the hacker community. As a result, Endgame was one of the first security companies to create applications that had UX at the center of the product suite. This helped to drive our sales and create over 2 million in additional revenue during my time at Endgame.
- **Building and leading a highly talented UX and design team.** During my tenure, the team created an integrated application suite as well as a component-based style and interaction library. The team also assisted the marketing department in creating digital and print materials to help sell the vision.
- **Integrating UX processes and human-centered design practices** into the development process and creating an executive language around UX. I worked directly with our Chief Strategy Officer (CSO) to help lead sessions at weekly and quarterly executive meetings to ensure those in higher positions who were speaking to our product, understood the process and could use the terms with confidence.
- **Solving problems for a variety of users through cutting-edge technology.** Our team brought a completely new approach to security software that has now been adopted by other security software organizations.

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.

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 (continued)

The Advisory Board

Senior Lead, User Experience

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 re-search, 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

Responsibilities included:

- **Designing and developing complex online applications** in a variety of languages including Drupal, Cold Fusion, ASP, Perl and PHP.
- **Building custom databases and procedures** to support e-commerce applications in addition to front-end development and design (see awards).
- **Creating rich media applications** using Flash, Flex and AIR in AS 2 and AS 3 for web, kiosk and DVD/CD-Rom deployment.
- **Assisting with client meetings, management and communications** and leading collaboration sessions.
- **Collaborating on client budget planning and scope development.**
- **Wireframing, architecting and implementing projects** for development.
- **Mentoring junior level developers and designers.**
- **Speaking at national conferences and authoring pieces for the company blog.**

NOTE: This is an abbreviated version of my experience.
Full details, portfolio and prior job history is available at
www.uxiseverywhere.com.