

# Ryan Hayden

LEAD UX DESIGNER

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I help bring new products to life by pairing a passion for making emerging technologies more human, with a skillset that leads teams from concept to launch.

## EDUCATION

### DePaul University

M.S., Human Computer Interaction  
2015, with distinction

### Illinois State University

B.A., Business Administration  
2008

## SKILLS

Full Lifecycle Design Leadership  
(discovery, definition, delivery)

Interaction Design

Rapid Prototyping

Motion Design

Visual Design

Storyboarding & Video Concepts

Workshop Facilitation

User & Stakeholder Interviews

Contextual Inquiry

Usability Testing

Agile Project Management

## TOOLS

Sketch

Invision (+ Studio)

HTML, CSS, JS

After Effects

Origami Studio

Framer X

Photoshop

Premiere

Pen & Paper

## EXPERIENCE

### Insight Digital Innovation / Principal Designer

04.2018 – Now

- ▶ Lead Designer for Microsoft's 'Project Edison', an open source platform helping clients bring IoT-enabled public safety solutions to market faster. Edison unlocks real-time event detection and two-way communication between responders & communities in critical moments. Currently showcasing at 10 'IoT in Action' conferences throughout '18-'19.
- ▶ Launched American Airlines' first internal enterprise design system. Worked across 8 organizational groups with stakeholders at varying levels to produce a unified set of design guidelines, visual styles, interaction patterns, and coded components that matured design practices, and improved product consistency and usability.
- ▶ Drive the strategic vision of new product ecosystems through conceptual design & visual storytelling. Hands-on with implementation via production of detailed design specs and tight collaboration with software engineers.
- ▶ Cultivate long lasting client relationships by identifying new business opportunities and assisting client directors in achieving executive buy-in. Helped generate \$480k in new revenue beyond initial SOWs in 2018.
- ▶ Provide mentorship to 3 junior designers, fostering creative culture and best practices across the UX team through design challenges, skill development, and knowledge sharing.

### BlueMetal / Senior UX Designer

01.2016 – 04.2018

- ▶ Led 30-person team at American Airlines through the replacement of a legacy system used to inspect parts for full fleet of 956 aircraft.
- ▶ Shipped Indycar's first predictive race app using live telemetric data from racecars. Experienced by 9,200 fans from 90 countries on launch day.
- ▶ Led the largest healthcare provider in Illinois through creation of a new data analytics product for their 6,300 physicians that established greater transparency and understanding of new performance metrics.
- ▶ Delivered creative vision & design for first app on Intel's Retail Sensor Platform. Premiered at National Retail Federation's "Big Show".

### Americaneagle.com / Senior Project Manager

01.2013 – 12.2015

- ▶ Led the strategy & design, and managed development of 30+ e-commerce and branded web solutions from conception to launch.
- ▶ 4x Telerik 'Top Site of Month' winner, 2014 'Site of the Year' nominee.