

Senior Product Designer

[LinkedIn](#)

Research & UX Lead

ryanwhitmore.net

PROFESSIONAL EXPERIENCE

2021+ [Mad Paws](#), Product Designer. I explore the possible through research, ideation, prototypes, wireframes and interactive designs.

With my games design qualification, I like to bring a unique flavour and twist to my way of working and my outcomes, always striving to add a dash of fun to my designs.

My main achievements:

- Established Continuous Discovery at Mad Paws; weekly research sessions with 4-10 users.

Led the research, problem definition, and design for overhauling Mad Paws' cancellation process, customer-facing and staff experiences.

Led the identification, solution, and implementation of fundamental changes to how services function; price breakdowns, service preferences, booking enquiries, details, and edits.

- Led the Product and Tech team to enable the launch of Dinnerbowl Kibble product.
- Presenter at the LAST (Lean Agile Systems Thinker) Conference Canberra 2019 on [Service Design + Gamification](#).
- Designed and built an escape room experience.

5+ YEARS OF DESIGN EXPERIENCE

- Mad Paws marketplace and Dinnerbowl (a startup); delivered landing page redesigns, service and system redesigns, front-end UX UI overhauls, company-wide research practices, end-to-end booking experience analysis, and strategic problem and opportunity definition.
- PwC; delivered strategic design solutions for clients such as Telstra, Services Australia, and the Defence Force.
- DXC Technology; worked in the Digital Transformation Centre, enabling clients to discover, design, and implement new digital experiences that revolutionised their operations.

Clients include the Department of Education, Defence, Australian Pesticides Veterinary Medicine Authority, and Guide Dogs Victoria.

IN ALL RELEVANT PROJECTS:

- Led my delivery team as a member of the team's lead product trio.
- Adhered to modern UX, UI, and accessibility standards.
- Led the Discovery phase, conducting user research and service design. Responsible for synthesising findings and turning them into valuable and actionable insights
- Championed the design thinking process.
- Led product and design ways of working, systems, and process improvement.

EDUCATION

- Advanced Diploma in Games Design and Production at the Academy of Interactive Entertainment.
- Certified Human Centred Service Designer from IDEO-U.

SKILLS SUMMARY

- Software: Figma, Dovetail, Miro, Adobe suite (XD, Illustrator, InDesign, Photoshop, Premier, Audition, After Effects, Animate), Jira, Trello, Unity, Unreal Engine, Maya 3D
- Sketching and wireframing
- Agile methodologies and Scrum framework Design Thinking and Human centred design Soft skills
- Empathetic (human, business, tech) Creativity and conceptual thinking
- Reliable and hard working