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## Ryan Paul Young

Like my grandfather, I'm driven by empathy and find joy in crafting meaningful experiences for those in need.

### RESPONSIBILITIES



#### UX/UI DESIGN

Wireframing

Prototyping

Information Architecture

User Research

Interaction Design



#### VISUAL DESIGN

Responsive Design

Direction / Branding

Print / Packaging



#### DEVELOPMENT

HTML5 / PHP / CSS

Sass / Less

Javascript / JQuery

### TOOLS

Adobe Suite  
 Sketch  
 Figma  
 Invision  
 Prototipe  
 Git  
 VWO

### EXPERIENCE



#### SENIOR UX/UI DESIGNER / INFINITE LAUNDRY

2014-2020

Currently providing user-centered design and consulting in the form of research, sketches, wireframes, story boards, and low to high fidelity prototypes. Collaborating with POs, PMs and developers to create and validate new product features for improved conversion and lead generation. Presenting interactive experiences to cross-functional stakeholders for review and feedback. Leading design team to provide engaging, effective digital and print solutions for clients. Assisting with front end development projects across multiple CMS platforms.

- Increased lead conversion by 90% via split testing, SEO optimization and UX best practices
- Improved company and client user experience resulting in increased revenue year over year



#### CREATIVE DIRECTOR / ERE MEDIA

2012-2014

Directed the overall creative process, from original concepts to final implementation. Design lead and brand protector for all projects, including conference websites, mobile apps, media kits, infographics, ad campaigns, print collateral and event signage. Sourced and supervised freelancers to complete various projects and deliver quality work under tight deadlines.



#### INTERACTIVE ART DIRECTOR / SOUTH CENTRAL MEDIA

2008-2012

Led creative team to deliver engaging, digital and print campaigns across a variety of industries. Designed story boards, wireframes, mockups and prototypes. Developed custom themes and content types in WordPress using a variety of front end development technologies.

### EDUCATION

#### B.S. MANAGEMENT INFORMATION SYSTEMS

Greenville University / Greenville, Illinois

### REFERENCES

#### JIM DALTON

Engineer / Contentful  
 +49 1.512.805.2850

#### JOE HEWITT

CEO / The Sports Creative  
 646.618.5603

#### MARILYN BRENNER

Partner / Intersection, Inc.  
 954.800.3167