RYAN STRYKER

FACILITATOR. COACH. HUMAN-CENTERED DESIGNER.
Putting people at the center of innovation through Human Centered Design (HCD).

RESEARCH METHODS
User Interviews
Heuristic Evaluations
Usability Testing
Card Sorting
Design Thinking
Task Analysis
Persona Creation
Competitive Analysis
Empathy Mapping
Journey Mapping

DESIGN ARTIFACTS
Wire-frames
Visual Design
Interaction Design
Pattern Libraries
HTML/CSS
Brand & Identity

SOFTWARE
Invision
Sketch
Adobe Creative Suite
Omnigraffle
Axure RP
Qualtrics
User Testing (Platform)
User Interviews (Platform)
Microsoft Office
Keynote

EDUCATION
Kent State University
M.S. User Experience
Class of 2015

Mount Vernon Nazarene University
B.A. Visual Communication & Design
Class of 2004

CERTIFICATIONS
LUMA | 2018
Practitioner, Human-Centered Design

LUMA | 2019
Facilitator, Human-Centered Design

Scrum.Org | 2012
Professional Scrum Master (PSM)

OVERVIEW
With a background in digital strategy and user experience, I leverage a human centered design approach to help organizations identify impactful areas of innovation, understand the people using their product or services, and provide technology consulting to create useful, usable, and valuable digital solutions.

WORK EXPERIENCE

January 2021 - Current
National Leader, Strategy & Design - Digital Innovation | Insight Enterprises
Led the effort to create Insight's first set of UX-centric packaged Go-To-Market offerings, increasing UX-specific revenue, reducing time-to-sale, and improving offering estimation accuracy through standardization.

Lead Design Thinking market research and vendor selection to define Insight's first UX-specific partners to improve lead generation and increase remote facilitation capabilities.

Created and standardized MURAL workshop templates, training materials, and enablement sessions for delivery teams to leverage during initial product discovery.

Defined the UX business unit's core capabilites, services, and areas of expertise to ensure consistent messaging and information for use in internal and external marketing materials.

April 2019 - January 2021
User Experience (UX) Manager | CoverMyMeds
Created CMM's first Design System and initial governance processes to reduce development time, increase feature experimentation, and ensure brand consistency throughout the customer experience.

Partnered with Product Mgmt. to research, measure, and implement quantifiable improvements for free and paid customer experiences.

Lead high-value target user journey mapping and integration with the product's first Google Analytics / Google Tag Manager / Optimize implementation to provide quantitative usage data.

Expanded the UX team's scope of services to include generative research techniques to define and explore problem/opportunity framing using LUMA and Design Sprint workshops, resulting in rapid MVP development.

Improved measurement and issue remediation tracking of customer perception issues of CMM products and services using Net Promoter Score (NPS) and SUPR-Q (Standardized User Experience Percentile Rank Questionnaire).

Partnered with HR to adjust and rewrite job descriptions, titles, and market-based salary adjustments, resulting in increased quality candidate applications, faster candidate identification, and employee retention.

CONTACT INFO
740-507-5700   ✉ ryan@ryanmstryker.com   in rstryker   🌐 ryanmstryker.com

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WORK EXPERIENCE CONT'D

August 2018 - March 2019
Strategy & Design Manager | Insight Enterprises
Leadership/Management
Lead and owned local (Nashville) Strategy & Design capability, specifically focused on team growth, key sales opportunities, community outreach, and overall Digital Strategy portfolio.

Provided national Digital Strategy support including product vision, delivery methodology, project and resource estimation for strategic client opportunities.

Mentored and managed both local and regional multidisciplinary teams of Product Managers, UX Strategists, UX Designers, and UI Developers.

Collaborated with Digital Strategy leadership to define the overall go-to-market strategy, roles and responsibilities, offerings, and delivery methodology for 2019 and beyond as part of the new Insight Digital Innovation team.

Consulting/Practitioner
Provided consulting services and workshop facilitation during initial product discovery engagements to lead design thinking, generative/user research, design direction, and overall strategy for product development.

Jan 2012 - July 2018
User Experience (UX) Practice Manager | Cardinal Solutions
Leadership/Management
Established the first UX practice in Cardinal's Columbus, Ohio location, growing to the 3rd largest team while heavily contributing to overall 50+ national UX practice growth and stability.

Recruited, mentored, and managed both local and regional multidisciplinary teams of UX Researchers, UI Designers, and Front-End UI Developers.

Represented UX capability for pre-sale presentations with client stakeholders and c-level executives as well as local conferences and community events.

Consulting/Practitioner
• Prepare and facilitate qualitative and quantitative research efforts
• Define user flows, information architecture, and feature requirements
• Create wire-frames and visual design concepts for development teams

Apr 2011 - Jan 2012
Design & Development Director | Cement Marketing

Jul 2010 - Apr 2011
Senior Designer | Blind Acre Media

Sept 2008 - Jun 2011
Creative Director | On-Target Design

Feb 2007 - Aug 2008
Creative Associate | R&A Marketing

May 2004 - Jan 2007
Graphic Artist | The Auld Company

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