

# Dylan Ronan

A product designer looking to design meaningful experiences

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## SUMMARY

I'm a self-driven product designer with 5+ years of experience across many different business types and sectors, taking ideas from concept to delivery. From leading these projects through their life cycles, I've discovered that putting the user first and balancing this against business goals is key to the success of any digital product. Great product design needs to rest upon sound research as well as coherent user experience and user interface design, mapped against a robust and achievable strategy. In addition to the strategy, no product can be successful without a collaborative, committed team. I strongly advocate promoting design thinking across the business and not limiting it to the design function.

Another essential element of producing great product design is ensuring the required space and tools for innovation to thrive. Great ideas can come from anywhere; always listening out for, observing, creating and validating these ideas are enablers for greater change. However, innovating for innovation's sake can prove detrimental as real people don't necessarily want something new; rather, they prefer the familiar done differently.

## EXPERIENCE

### Multiverse

**Product Designer:** January 2023 - Present

- Supporting the integration of a newly acquired Learning management system into our product set
- Leading on the re-architecture of the Multiverse platform to enable a more automated process for assessing applications and allocating coaches to apprentices using system thinking methodologies.
- Setting up the new design system team within Multiverse to provide consistency and alignment across the tech org.

### LandTech

**Senior Product Designer:** October 2021 - January 2023

- Forming a contribution model for design system components within the business to enable cross-team collaboration.
- Creating a scalable product that can be launched across different countries, ingesting different data sets whilst providing a great experience for all.
- Aligning the design team by guiding the creation of the design process that can be used across our respective product teams.

### GoCompare

**Senior Product Designer:** March 2021 - October 2021

- Supporting and mentoring the other team members to aid their professional development
- Implemented a new process for the product team on developing products and tracking insights from our research.
- Creating documentation templates for the team to utilise to improve efficiency and repetitive work
- Responsible for the GoCompare customer experience with an ambition to create a more user-centric product strategy whilst educating members across the business on the value of user-centred design.

**Product Designer:** March 2020 - March 2021

- Lead the establishment of the "GoCo" & "LookAfterMyBills" design systems involving component creation and process implementation to allow people to create coherent experiences efficiently.
- Supported the setup of GoCompare's innovation to produce early proof of concepts on how we can disrupt the

comparison space whilst adopting design thinking methodologies.

- Led the transition to Figma to allow better collaboration between designers & key stakeholders in a remote setting.

## **Lemongrass Health (Formally Bioepic Ltd)**

**Product Designer:** May 2019 - February 2020

- Provided mentorship and education to junior team members to promote their professional development.
- Provided product owners with support on agile methods and tools, i.e. JIRA
- Designing from concept to delivery and owned and maintained the “Sova” design system.
- Gathered requirements from different business areas using an array of design thinking techniques to ensure that the product aligns with business and user objectives.

**Junior UX Designer:** July 2018 - May 2019

- Planned, conducted and moderated user testing sessions with early product concepts
- Produced hi-fi & lo-fi prototypes using tools such as Protopie, Flintio and Webflow
- Worked with multiple teams within the business to aid processes such as product copy development and project management.
- Helped establish and maintain the design processes and workflows for the design team function.

## **Netsells**

**UX Consultant:** October 2016 - July 2018

- Established a new project workflow and discovery team to involve a user-centric approach to create more accessible and usable products.
- Produced design artefacts such as user flows, prototypes & Information architecture documents.
- Conducted requirement workshops with clients to help form product briefs.
- Managed projects from concept to delivery independently.
- Worked with the developers to regularly improve the handover process, to produce better products on delivery.
- Implemented analytics strategies to aid data utilisation to inform design decisions on various products.

**UX Intern:** July 2016 - October 2016

- Produced wireframes based on briefs provided by the CEO to test with customers.
- Provided advice on improving the agency’s current design process.
- Conducted usability reviews of clients’ current products and provided reports on where to improve their experience.
- Provided the lead designer with training on Sketch to increase design output quality.

## **EDUCATION**

### **University of York**

**Interactive Media BSc (2:1):** Oct 2014 - January 2018

## **PROJECTS**

### **Wombat Invest**

**Leading the discovery process:** May 2018 - July 2018

Wombat Invest came to Netsells to facilitate product delivery. I was in charge of forming the product brief with the client, carrying out UI design, and producing the MVP prototype. Unfortunately, I could not be there for the final sign-off of the product due to leaving the company for family reasons.

- Ran a requirement workshop with key stakeholders to help compile a product brief for the MVP.
- Carried out competitive analysis and secondary user research utilising current product reviews to help inform proto-personas.

- Produced high-fidelity prototypes using Principle to present what the MVP will look and feel like to key stakeholders.
- Produced the information architecture and critical user flows of the experience.

## **GoodFoodTalks**

### **Making menus accessible for everyone:** May 2016 - December 2016

GoodFoodTalks was with Netsells for two years at the time. The client was unsatisfied with the accessibility of the website and was looking to pull the plug. I took charge of this project to deliver the website and achieve optimum accessibility.

- Carried out usability testing to gain insights on how people use their screen readers on the website on various devices.
- Established a process of defining the screen reader tabbing order of content for developers to use in future projects.
- Provided the development team training on how visually impaired users interact with websites and develop for accessibility.
- Ensured even the CMS was accessible to visually impaired users.