Ryan Shih

Product Designer   rwshih@gmail.com   ryanwshih.com   linkedin.com/in/ryanwshih/

Experience

Product Designer @ Gopuff

Mar. 2023 - Present / New York, NY

- Shipped the end to end Starbucks mobile ordering experience that exceeded daily sales estimates by 260%, designing and implementing Gopuff's first ever food customization system.
- Redesigned the entire Bevmo.com alcohol e-commerce experience on an accelerated timeline, coordinating between internal devs and external Shopify engineers on a new site that increased comparable sales by 32%.
- Modernized all aspects of the design system as a core member of the cross-functional design system team, from implementing foundational design tokens to writing component documentation.

Product Designer, Design Systems @ BlockFi

May 2022 - Mar. 2023 / New York, NY

- Collaborated with lead feature designers to design, test, and document new components and assets used across React web, native iOS, and native Android platform releases.
- Worked closely with developers to create and implement accessibility design guidelines that cover AA and AAA standards, dynamic text scaling, voiceover choreography, and large text magnification.
- Drove design system adoption by establishing live change logs, socializing reusable component libraries, creating net new processes, and providing support through live office hours as well as async communication channels.

Product Design Intern @ Corning Incorporated

May 2021 - Aug 2021 / Corning, NY

- Created reusable web templates and basic components to generate multiple marketing landing pages at once.
- Restructured Corning.com marketing website ESG formatting and revamped website information architecture to more clearly represent brand principles and product offerings.

Education

Virginia Commonwealth University / Brandcenter

M.S. Business: Experience Design '22

University of Virginia

B.S. Architecture, Design Strategy '20
Minors: Global Sustainability & Architectural History

Skills & Toolkit

Systems thinking	Figma	English (Native)
Visual design	Adobe Creative Suite	Mandarin (Proficient)
E2E design strategy	HTML/CSS/JS fluency	German (Proficient)
Accessibility advocacy	No-code fluency	
Cross-collaboration		

Portfolio password: ryanwshih