Diane Ryu

EXPERIENCE

Taylor Morrison — *Product Designer*

Boulder, CO (Remote) • Jan 2023 - Present

I design digital interfaces for a Fortune 500 homebuilding company to help users select, design, and reserve their new homes

- Collaborated with digital product team and engineers to create solutions for main website and home reservation system
- Conducted user tests (UserTesting.com) and synthesized findings to align stakeholders on design strategy and decisions
- Contribute to creating and maintaining design system to ensure responsive and scalable designs

Fresh Food Connect — *UX/UI Designer (Contract)*

Boulder, CO (Remote) • Oct 2022 - Nov 2022

I redesigned an app that helps gardeners donate backyard produce to local food relief organizations.

- Clarified business objectives to stakeholders by using customer journey maps, value proposition canvas, and user interviews
- Led redesign of mobile app using user flows, wireframes, and prototypes

InfoSense — *Product & Marketing Manager / Marketing Strategist / Venture for America Fellow*

Boulder, CO (Remote) • Sept 2017 - May 2022

I received training on building a company through a selective fellowship called Venture for America and joined InfoSense as their first marketing hire. I eventually became their first product manager.

- Led redesign of mobile app; created sketches, wireframes, and high fidelity prototypes (Adobe XD); conducted usability tests
- Spearheaded company website redesign; created design strategy to align stakeholders; developed content, and built site on WordPress; monitored site performance using Google Analytics
- Designed and published case studies, technical papers, magazine articles, user manual, marketing videos, and email campaigns

Robert Koch Institute — *Research Fellow*

Berlin, Germany • Oct 2015 - June 2016

I received a highly competitive national fellowship to conduct research with RKI's Epidemiology of Highly Pathogenic Microorganisms group.

- Co-authored three publications in Oxford Journal's Molecular Biology and
- Evolution (2017, 2021) and Journal of Clinical Virology (2016)

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EDUCATION

Springboard
Nov 2022
Certificate in UX Design

Emory University
Atlanta, GA
May 2015
BS, Environmental Science

TOOLS

Figma

Adobe XD

Google Analytics

InVision

Miro

Mural Board

WordPress

Webflow

Canva

SKILLS

Design System

User Research

Usability Testing

Sketching

Prototyping

Marketing

Business Strategy