





Product Designer

# joel ryerson.

 Oakland, CA

 [joelryerson.design](http://joelryerson.design)

 [linkedin.com/in/joelryerson](https://www.linkedin.com/in/joelryerson)

 [joelryerson@gmail.com](mailto:joelryerson@gmail.com)

 +1 925 785 7363

## Endorsements

"Joel is an amazing, empathetic, human first & foremost, & a highly formidable emerging Product Designer!"

Jason Ogle, Lead UX Design Engineer & host of User Defenders: Podcast

## Interests (outside of design)

- Making music, gaming, my dogs, nature, mindfulness, empathy, kindness, mental health advocacy, health & fitness, nutrition.

## Highlighted Work

Scan to see my work



## Summary

Passionate and creative Product Designer with over 3 years of experience, I transform complex user needs into engaging and intuitive digital experiences. With a focus on user-centered design and cross-functional collaboration, I craft accessible solutions that resonate on both technical and human levels. Committed to innovation and strategic thinking, I am a continuous learner, always applying new technologies and empathy to address real-world challenges and enhance user interaction.

## Skills

- UX/UI Design: User-centered design, user research, wireframes, rapid prototyping, usability testing, and interaction design.
- Visual Design: Color theory, typography, and UI composition.
- Research & Analysis: User research, empathy mapping, and synthesizing findings to inform design decisions.
- Technical Proficiency: HTML, CSS, JavaScript.
- Design Tools: Figma, Sketch, and Adobe Creative Suite.

## Experience

Senior Product Designer | StartupOS Inc. | Remote  
2022 - 2023

- Spearheaded the design of key product features, enhancing user experience and interface design.
- Drove collaborative efforts with engineering and product management teams to ensure design cohesion and project alignment with strategic objectives.
- Contributed to the establishment of design best practices, leaving a sustainable impact on the team's approach to user-centric design.

User Experience Designer, Contract Role | trAI n121 | Remote  
2021

- UX design and UI improvements for an athlete-facing app, focusing on user-centric program-building functionality.
- Developed a working prototype including login, dashboard, and workout flows, significantly enhancing user engagement and experience.
- Worked closely with the Lead Creative Director and engineering team, ensuring alignment with business objectives and user needs.

User Experience Designer | Robert Half International | San Ramon, CA  
2020 - 2022

- Led collaborative design initiatives, improving site usability and customer engagement. Streamlined user experience processes, resulting in more efficient and effective design outcomes.
- Recognized for innovative design solutions and excellent teamwork.

Business Development Representative, Enterprise | Salesforce | San Francisco, CA  
2018 - 2020

- Drove significant business deals, utilizing product expertise and innovative sales strategies in the enterprise segment.
- Instrumental in closing deals valued at \$2.5 million and \$3.6 million, contributing significantly to the team's success.
- Recognized for outstanding sales performance and strategic deal sourcing.

## Education

UX/UI Certificate | University of California Berkeley Extension  
2020

Bachelor of Arts, Communication Studies | San Diego State University  
2007 - 2011