Ryan Vicencio

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LinkedIn • Portfolio • Santa Clara, CA

Self-motivated UX/UI Designer

Passionate content designer focused on creating customer-centric experiences that leave end users in awe. Engulfed in the center of technology and innovation and adept with over five years practice in design research, user experience, and launching exquisite and responsive applications. Comprehensive collaborator always expanding design solution knowledge and partnering with internal teams to ideate, design, prototype, and iterate to build inspiring and impactful designs. Devoted to creating beautiful and responsive applications and providing solutions while driving best-in-class digital product experiences, solving complex problems, and assessing opportunities to increase efficiency and embrace future trends.

Technical Proficiencies

Tools: Sketch App, Invision, Adobe XD, Figma, Adobe Experience Manager, Jira, Abstract, Balsamiq, Miro, OmniGraffle, After Effects, Photoshop, Illustrator, InDesign, Premiere

Skills: Wireframes/Flow Charts, Design Thinking, UI Animation, Sketching/Prototyping, Mood Boarding, Usability & A/B Testing, Responsive Design, Sound & Haptic Design, Quantitative/Qualitative Analysis, Art Direction

Career Experience

Thermo Fisher Scientific, Carlsbad, CA   **2020 – Present**
UX Designer and Copywriter

Originated and advanced components for the corporate site redesign to strengthen usability and create an aesthetically pleasing interface. Partnered with cross functional colleagues to design comps with Sketch for the corporate site redesign. In collaboration with developers, crafted screens in Adobe Experience Manager including use of Jira, Teams, Miro, Abstract, and Bugherd. Performed usability tests with Usabilityhub.com to spot pain points and obtain quantitative and qualitative data to enhance site design. Obtained knowledge as an Author on Adobe experience manager resulting in meeting milestones ahead of completion time and having the ability to assess for bugs and fix issues before redesign was launched and went live.

- Built design documentation for design patterns for Thermo Fisher Scientific's new design system that just launched in 2021. The creation of this design system is set to save the company at least $1M annually and ROI will continue to scale as the design system is integrated into all of its products.
- Established company guidelines for the design system, Komodo, widely used by designers and developers which increased efficiency of product development and ensured designers had the proper know-how for every component within the design library.
- Thermo Fisher Scientific Corporate Website - https://corporate.thermofisher.com/us/en/index.html
- Komodo Design System for Thermo Fisher - https://designsystem.thermofisher.com/us/en/getting-started.html

ASRV, Carlsbad, CA   **2015 – 2020**
Lead UX / UI Designer, 2019 - 2020

Led the UX/UI design process from research through prototyping for the development ensuing intuitive and beautiful web applications. Conducted user interviews and exploratory exercises employing quantitative and qualitative research tactics to develop wireframes. Advised stakeholders in collaborative feedback/brainstorming sessions to provide fresh ideas for iteration and seasonal changes. Encouraged team member contributions for developing and testing new ideas. Maintained complete certifications to stay up to date with the latest technology and research. Created collaborative brainstorming sessions that encouraged manager participation and

involvement. Brought managers from all areas of the company into a brainstorming environment to develop diverse ideas and new perspectives and establishing guideless of engagement to build quantity over quality.

- Revamped questioning process and created two sets of High-Fidelity wireframes to meet user needs and behaviors through Sketch, Invision, Adobe XD, After Effects, Illustrator, and Photoshop (for outfit builder app and music app).
- Facilitated a cross-functional workforce structure through inclusive blue-sky sessions resulting in diminished work silos and more streamlined design outcomes.

Senior UX Designer / Content Designer, Portland, OR, 2015 - 2019

Oversaw three employees and supervised studio, photography, lighting, storytelling, competitive analysis, and retouching for the merchandising department as well as managed contract workers in Thailand tasked with clipping path work in photoshop for the digital merchandising objectives. Originated content for digital campaigns and assets (web, email, e-commerce, social media) and promoted inter-departmental teamwork to advance impactful digital materials and exceed revenue goals. Partnered with video, clothing design, digital merchandising, web design, and marketing departments to execute innovative plans for seasonal/product release campaigns. Formed wireframes, prototypes, animations, and imagery for web apps and produced six of nine top-performing posts of all time on social media. Crafted effective storytelling on eCommerce and social media to educate the customer new product features which resulted in increased sales and a rise in customer retention.

- Boosted annual revenues from $3M to $15M and increased campaign performance for 16 consecutive collection releases by creating solutions to user's needs identified through user tests/interviews.
- Grew Facebook followers from 90K followers/1.25K likes in 2015 to 14K likes/1M+ in November 2019 by targeting designated audience through social media content and advertisement.

Education

Associate of Arts in Liberal Arts
De Anza College, Cupertino, CA, 2016 - 2019

Licenses & Certifications

UI Design Credential ID 7330218 – CareerFoundry – 07/2020

UI Design Patterns for Successful Software Credential ID 52133 – The Interaction Design Foundation – 11/2019

User Experience: The Beginner's Guide Credential ID 52133 – The Interaction Design Foundation – 09/2019

Design Thinking Credential ID 52133 – The Interaction Design Foundation – 09/2019