Ryan Clouser

EXPERIENCE

UX/UI Designer, Remote — *Allocations*

July 2021 - Present

Fintech startup that democratizes private markets through the process of building instant SPVs and funds.

- Led the design of an exchange platform that allows investors to bid on or list shares of a private equity product; Developed a user flow that provides the ability to negotiate prices for a desired listing.

- Designed a comprehensive backend user flow for building products such as; SPVs, funds, and DAOs, allowing investors to set fundraising goals, deal terms, and asset types.

- Developed a syndicate platform allowing fund managers to publish deals to limited partners, add new investors, filter deals, and display analytics regarding the performance of the syndicate.

Product Designer, Remote — *CreativeX*

April 2021 - July 2021

Startup that enables brands to track the ROI of creative assets through its advanced algorithm.

- Led design on 3-person team, including head product designer and an engineer, to develop new filtering system, improving initial filter-use ability by 90%

- Rapidly iterated wireframes in conjunction with synthesized data to determine design and technical filter limitations in collaboration with an engineer.

- Developed a 30+ component design system, reducing design debt and integrated into hi-fidelity prototypes for clients including Google, Amazon, Facebook, and PepsiCo.

UX/UI Designer, New York — *FitTripper*

August 2019 - February 2020

Fitness app that provides travelers with access from single to multi-day gym passes to a selection of 250+ gyms in South East Asia.

- Tasked with the complete redesign of the beta app to improve user interface components, user flow, and overall user experience of the app.

- Analyzed research collected in 10 user interviews to identify reading patterns, 3 main drop-off points & opportunities to optimize the app's user experience.

- Completed the project with a handoff of deliverables that included; wireframes, high fidelity mockups, Invision prototype, UI kit, style guide, and research findings.

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EDUCATION

Flatiron School, New York

May 2019 – February 2020
UX/UI Design Certification

Saint Joseph's University, Philadelphia

August 2015 – May 2020

Bachelor of Science, Business Administration

SKILLS

RESEARCH

User Interviews, Usability Testing, Competitive Analysis

DESIGN

UX Design, UI Design

Information Architecture,

Personas, Journey Mapping,

Storyboarding,

Prototyping, Wireframes

TOOLS

Figma, Sketch

Invision, Figma Prototyping