

Ryan Clouser

Product Designer

Collaborative, versatile, and creative Product Designer with 5+ years of experience designing intuitive tools and experiences for startups and global brands. Currently at Colgate-Palmolive, shaping internal AI platforms and scalable design systems.

EXPERIENCE

UX/UI Designer, Remote — *Colgate Palmolive*

FEBRUARY 2023 - PRESENT

- Designed an internal AI image generator for Colgate-Palmolive by leading end-to-end product design—from user research to high-fidelity prototypes—resulting in faster content creation and improved brand compliance.
- Built a cohesive design system for Colgate-Palmolive's internal enterprise tools by auditing existing products and identifying design inconsistencies, resulting in a significant reduction in design debt and more efficient cross-team collaboration.
- Increased brushing frequency among Colgate Health users from 1.3 times per day to 1.82 by implementing gamification and habit-forming features into the app, such as daily challenges, rewards, leaderboards, and progress tracking.
- Improved user brushing technique by 20% by designing and implementing a real-time pressure gauge indicator in the Colgate app, enhancing user feedback and promoting healthier brushing habits.

Senior UX/UI Designer, Remote — *Allocations*

JULY 2021 - SEPTEMBER 2022

- Led the design of an exchange marketplace for investors, resulting in a 30% increase in transactions on the platform by optimizing the user flow.
- Designed a deal and SPV creation process improving completion speed by 40% through improvements in usability.

Product Designer, Remote — *CreativeX*

MARCH 2021 - JULY 2021

- Led a multidisciplinary team to develop a new filter system, increasing usability by 70% through the improvement of its information architecture.
- Rapidly iterated upon wireframes in conjunction with synthesized data to determine design and technical limitations.

Product Designer, Remote — *FitTripper*

SEPTEMBER 2019 - FEBRUARY 2021

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

75 Edwards Road
Brick, NJ 08723
ryanjclouser@gmail.com
ryanjclouser.com

EDUCATION

Columbia University Full-Stack, Remote

Full-Stack Engineering
Certification

Flatiron School, New York

UX/UI Certification

Saint Joseph's University, Philadelphia

Bachelor of Science,
Business
Administration

SKILLS

Design

UX Design
UI Design
Product Management
Wireframing
Prototyping
Usability Testing

Programming

HTML/CSS
Javascript
Python
Express.JS
Node.JS