

Qualifications

User-Center Design Focus

Over 18 years of hands-on experience with all stages of digital interactive design progress. Specializing in customer research, product strategy, interaction design, user experience, prototyping, and usability testing.

Team Building & People Management

Experience managing in-house design, research, product management, front-end development and editing teams. Has collaborated with contractors and third party vendors for both small and enterprise organizations.

Experience

Freelance: UI/UX Designer [Creative Stoodio](#)

Oct. 2003 - Current

Provided multiple clients with visually appealing and user-friendly interfaces and experiences for various digital products. Proven ability to conduct user research, design wireframes and prototypes, create high-fidelity mockups, and collaborate with developers to implement designs. Expertise in Figma, Sketch, and Adobe Suite.

Key Accomplishments:

- Provided human machine interface design and documentation including user-flows, uses-cases and wireframes of the award winning Mazda 3 infotainment system.
- HMI digital cluster presented at the 2008 North America International Auto Show.
- Infotainment system within the RE3 autoshow property at the 2009 NAIAS.
- Full campaign development of the L-3 Lynx product line, including the product website and iOS and Android simulator app.
- Led the design effort of the Aetna member digital claims submission form.

UX/CX Digital Strategist [Amway](#)

Apr. 2018 - Dec. 2022

Led the experience design management of the durables category

- Responsible for UI/UX design and direction within Amway's IoT platform.
- Created concepts and developed prototypes for user-testing sessions globally.
- Identifying customer/user pain points and creating strategies to improve outcomes to their digital experience.
- Defined success metrics for each initiative and analyzed cost benefit realization.
- Completing research to fully understand the challenges/opportunities of our users to that help deliver value through digital tools.
- Work with designers, developers, solution architects and product owners to drive solutions to improve Amway's digital products.

Creative Director [CQL Corporation](#)

Aug. 2014 - Apr. 2018

Created and manage a team of designers within an agile process which included:

- Mentoring, budget tracking and projections, team strategy, individual goal creation and project management.

Key Accomplishments:

- Successfully executed prototype of furniture based IoT sensors to measure space utilization and reporting for Herman Miller.
- Planned and managed the redesign of costadelmar.com to enhance online sales.
- Increased dealers leads for Scarab Jet Boats by 210% through the redesign of their interactive product configuration.
- Drove increases in online sales by 130% for Alpha Omega Publication's Monarch product line.

Adjunct Instructor [Kendall College of Art and Design](#)

Aug. 2013 - Jun. 2017

Instructor of Interactive Design I and Digital Media Senior Portfolio

Taught concepts and methodologies of user experience design through various digital formats such as native mobile applications, desktop and connected devices.

Sr. Art Director [Kohler Co.](#)

Jul. 2009 - Mar. 2012

Pushed for new innovative ways to connect with consumers through web based media. Focused on usability and path to product.

Key Accomplishments:

- Was instrumental in the successful redesign/re-platforming of us.kohler.com, the company's flagship site, with over 1.2 million visits per month.
- Led design decisions and execution of the retail QR code mobile user experience.
- Led the mobile web initiative of us.kohler.com through design and prototyping phases.
- Worked together with several outside creative agencies from around the country to accomplish objectives from department initiatives.

Ryan Petrick

Experience Designer & Strategist

ryan@creativestoodio.com

616-828-3763

www.creativestoodio.com

Key Skills

User Experience

Focused on leveraging technology solutions that enable richer engagement and enhanced experiences for users, customers and/or employees.

Interaction Design

Design interactive digital products and services with emphasis on usability.

Concept Development

Explore options of layout structures to achieve the best results for the end-user.

Creative Direction

Enjoys working with a team of shareholders, designers and developers from concept to completion.

E-Learning Development

Computer based training using complex animations to raise engagement with students.

Education

Kendall College of Art and Design

Apr. 2018 - Dec. 2022

Bachelor of Fine Arts, Visual Communication

Honors and Awards

- Judge's Choice ADDY: B-to-B Interactive
- Gold ADDY: B-to-B, Interactive
- Gold ADDY: Self-Promotion, Interactive
- Flashkit Featured Site: July of 2008
- Featured in Web Designers Magazine #160
- Featured in Web Designers Magazine #215

Trusted Clients

- General Motors
- Johnson Controls
- Ford
- KOHLER
- Mazda
- Costa Del Mar
- Aetna Health
- L-3 Harris
- Chrysler
- Herman Miller
- Jeep
- McKinsey Co.
- Amway
- United Talent Agency

Interests

- Automotive performance, design and technology
- IoT devices
- Nike shoes from the 1990s
- NBA basketball
- Customized work environments
- Long road trips

References available upon request