

Ryan Petrick

EXPERIENCE DESIGNER & STRATEGIST

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Senior UX product designer and design leader with 20+ years across research, strategy, interaction design, and design systems. Led a flagship site redesign serving 1.2M monthly visits, a product configurator that lifted dealer leads 210%, and multi-brand design systems for a \$14B health system. Builds and mentors cross-functional teams spanning design, research, product, engineering, and editorial.

EXPERIENCE

Creative Stoodio, LLC — Principal, UI/UX Design Oct 2003 — Present

- 85+ clients obtained and managed; creative direction on every digital engagement.
- HMI design, user flows, and wireframes for the award-winning Mazda 3 infotainment system — digital cluster shown at the 2008 North American International Auto Show.
- Full campaign for the L-3 Lynx product line: product site plus iOS and Android simulator apps.

SELECT CLIENT ENGAGEMENTS

- Aetna Health** · Sr. Product Designer: Rebuilt the member portal's claims experience, replacing a confusing paper process with a guided digital submission flow.
- United Talent Agency** · Sr. Product Designer: Designed a touring management platform handling artist schedules, venue logistics, and financial settlement for agents.
- Performance Food Group** · Sr. UI Designer: Built supplier-facing dashboards for purchasing and real-time order tracking across a national distribution network.
- McKinsey & Co.** · Experience Designer: Created user flows from user interviews showing how Midwest farmers use soil sampling to improve yields, to pitch autonomous robotic soil-sampling equipment.
- Sanofi** · Sr. Product Designer: Designed a diabetes companion app pairing behavioral coaching with small daily lifestyle changes to improve long-term outcomes.

Corewell Health — Digital Design Team Lead Nov 2024 — Sep 2025

- Led a team of UI/UX designers delivering patient-facing experiences across web applications, mobile platforms, and patient portals.
- Scaled and governed multi-brand design systems in Figma, improving delivery speed and brand consistency across product teams.
- Translated complex clinical and business requirements into accessible, research-informed patient journeys.
- Coached designers and restructured team workflow and critique rituals, raising both output quality and throughput.

Amway — IoT UI/UX Designer & Digital Strategist Apr 2018 — Dec 2022

- Led experience design for the durables and nutrition categories across Amway's global IoT platform.
- Ran global user-testing prototypes and converted findings into strategies against named customer pain points.
- Defined success metrics and cost-benefit realization for every initiative; partnered with developers, solution architects, and product owners to ship platform improvements.

CQL Corp. — Creative Director Aug 2014 — Apr 2018

- 210% increase in dealer leads for Scarab Jet Boats through a redesigned product configurator.
- 130% increase in online sales for Alpha Omega Publications' Monarch line; planned and managed the costadelmar.com redesign to grow online sales.
- Prototyped furniture-based IoT sensors measuring space utilization for Herman Miller.
- Built and mentored an agile design team — budgets, projections, goals, and delivery.

Kohler Co. — Sr. Art Director Jul 2009 — Mar 2012

- Instrumental in the redesign and re-platforming of us.kohler.com — the flagship site, 1.2M visits per month.
- Drove the mobile web initiative through design and prototyping, including the retail QR-code mobile experience.

Kendall College of Art and Design — Adjunct Instructor Aug 2013 — Jun 2017

- Taught user-experience concepts and methodology across mobile, desktop, and connected devices.

EXPERTISE

User Experience Interaction Design
Design Systems AI Tooling
Concept Development
Creative Direction E-Learning

VENTURES

Nurture · Founder & Partner
Start-up childcare software suite for parents and childcare providers; experience designer across all digital products. Parent app with live streaming video and real-time classroom activity updates; teacher app for classroom management with simplified actions so staff can focus on childcare; admin tools with multi-tier permissions for classroom, school, and district. Rolled out to the largest childcare provider in Michigan; acquired by Learning Care Group in 2023.

EDUCATION

Kendall College of Art and Design
BFA, Visual Communication, 2004

RECOGNITION

ADDY Awards — Judge's Choice and 2x Gold, B-to-B and Self-Promotion Interactive
Featured in **Web Designer Magazine**, issues #160 & #215

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General Motors · Ford · Chrysler · Jeep · Johnson Controls · McKinsey & Co. · KOHLER · Mazda · Costa Del Mar · Herman Miller · L-3 Harris