

RYAN FURLONG

PRODUCT DESIGNER

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TL;DR

Ryan is a Toronto based product designer with a passion for creating intuitive and impactful digital solutions.

He has experience working with a variety of companies, from startups to large institutions like Deloitte and National Bank.

He prioritizes balancing business objectives with user needs and collaborating closely with engineering and product teams.

SKILLS

Interaction Design

Heuristic Evaluation,
Information Architecture,
Task Flows and Analysis,
User Stories

UX Research

A/B Testing, Affinity
Mapping, Benchmarking,
User Interviews, Personas,
Usability Testing

UI Design

Design Systems, Rapid
Prototyping, Wire Framing

Communication

Design Reviews, Workshop
Facilitation, Presentations,
UX Copywriting

Conceptual

Design Thinking
Methodology, Product
Strategy

Tooling

Confluence, Figma, Framer,
Jira, Maze, Miro, Mixpanel,
Sketch, Storybook

WORK EXPERIENCE

Product Designer → Senior Product Designer

Nest Wealth | Aug 2021 - Apr 2023 → Present

Lead design across product suite including National Bank's client led investment platform; improved conversion rates by 325% and average time to conversion by 22%

Work to mature design operations, including creating role matrixes, onboarding processes, handoff standards and a scalable multi-tenant design system

Help establish a data-informed approach through research, user testing and the adoption of Mixpanel for performance monitoring

Product Designer → Acting Design Lead

Auvenir | Mar 2020 - Sep 2020 → Aug 2021

Designed solutions for complex, high use B2C features, including dashboards and key third party integrations

Led design for Deloitte's internal auditing software, including localized UI and other critical functionalities like group audits

Led design team of five. Conducted design critiques and ensured quality and consistency for three applications

Product Designer

Drop Mobility | Aug 2019 - Oct 2019

Defined brand guidelines and redesigned website to better communicate key details about product offering and increase conversion rates

UX Design Learning Coach & Teaching Assistant

BrainStation | Jan 2019 - Apr 2019

Closely coached over 40 students in design thinking, user research and interface design; provided mentorship and supported their professional and creative growth

EDUCATION

UX Certification

Nielson Norman Group | In Progress

User Experience Design (Diploma)

BrainStation | Sep 2019

Philosophy (Honours Bachelor of Arts)

University of Toronto | June 2013