

# Ryan Herrin

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## WORK EXPERIENCE

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### Haptic Studios

Bellingham, WA

Senior Product Designer

Jan 2024 - Present

- Leading development of a multiplayer couch party RPG game, focusing on collaborative gameplay mechanics, character progression, and user-friendly interface design, enhancing player engagement and group interaction.
- Creating an educational application for Apple Vision OS that utilizes AR/VR to elevate user engagement and provide a highly immersive learning experience for children.

### VMware

Seattle, WA

Product Designer

Jan 2022 - Jan 2024

- Built new features for VMware's Cloud Console, such as In-Product Feedback and Global Search, resulting in a 30% increase in search efficiency and a streamlined user feedback experience.
- Established a continuous user feedback system to gather quarterly insights on user pain points, resulting in a 27% increase in user satisfaction.
- Collaborated with cross-functional teams to conduct research and usability testing, leading to a 15% decrease in customer support tickets related to the global header.

### Brick & Brine Creative Agency

Bellingham, WA

UX Design Researcher

Jan 2020 - Jan 2022

- Led over 6 projects from initial research and conceptual design through testing and development, ensuring comprehensive user experience solutions.
- Redesigned healthcare websites with a focus on navigation and information architecture, significantly improving user experience and accessibility, leading to a 33% increase in scheduling efficiency.
- Conducted extensive user research and usability testing, translating insights into actionable design improvements that fostered deeper engagement and created more intuitive, user-centered experiences.

## PROJECT EXPERIENCE

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### VMware

Seattle, WA

Global Search

Jan 2023 - Jan 2023

- Collaborated with engineers, product managers, and UX researchers to prioritize features for the Global Search project, achieving early milestones and a 30% improvement in search efficiency.
- Conducted usability testing for the Global Search project with over 500 users, resulting in actionable insights and design decisions that enhanced user satisfaction by 27%.

### Brick & Brine Creative Agency

Bellingham, WA

Island Health Website

Jan 2021 - Jan 2021

- Led user research and design for Island Health's website, serving 130,000+ people, improving site navigation and creating a design system with reusable components.
- Redesigned Island Health's website information architecture, resulting in a 33% increase in scheduling efficiency and a 35% increase in user satisfaction.

## EDUCATION

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### Western Washington University

Bellingham, WA

Business & Economics

### University of Michigan

Ann Arbor, MI

UX/UI Design