Ryan Herrin

Bellingham, WA | (425)-736-0144 | ryanjherrin@gmail.com | LinkedIn | Portfolio

WORK EXPERIENCE

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   *Sep 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   *Jul 2020 - Sep 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

VMware   **Seattle, WA**
Global Search   *Jul 2023 - Jan 2024*

- 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   *Nov 2020 - 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

Western Washington University   **Bellingham, WA**
Business & Economics

University of Michigan   **Ann Arbor, MI**
UX/UI Design