Ryan D. Rushton

Tel 425-522-3377 - me@ryanrushton.com - www.ryanrushton.com - Seattle, WA

OBJECTIVE

Accomplished User Experience Designer with an eye for making things better seeking senior UX or interaction design position.

PROFESSIONAL PROFILE

- **14 years professional experience** designing e-commerce sites and web-based software
- Extensive background in **usability, user-centered design, and web standards**
- Talented interaction designer with business savvy
- Driven team player and polished communicator; able to effectively convey both design concepts and technical constraints to business stakeholders and engineers

WORK EXPERIENCE

Information Architect
AudienceScience, Bellevue, WA   *Dec 2009 – Present*

- Produced wireframes for new products and features to build consensus among stakeholders in an iterative environment
- Advocated for end-users, ensuring business objectives and customer goals were appropriately balanced
- Managed and communicated business requirements across a multidisciplinary team

Key Accomplishments:

- Gathered requirements and rapidly prototyped our next generation console for creating, monitoring, and managing thousands of highly targeted ad campaigns

User Experience Designer
AudienceScience, Bellevue, WA   *Oct 2005 – Dec 2009*

- Championed user-centered design through work with Customers, Product Management, and Engineering at all stages of the product cycle to ensure a consistent, high quality user experience across all products
- Converted business requirements into **flow-diagrams, mockups and prototypes** to communicate interaction and design ideas
- Assessed usability of new and existing products and offered constructive suggestions for change

Key Accomplishments:

- Redesigned our **industry-leading behavioral targeting interface**, leading design of innovative new features, improved user workflows, and increased application responsiveness by 800%.
- Established design guidelines, standard nomenclature, and CSS templates to unify look-and-feel across Audience Search, Targeting Marketplace and Revtools products.
- Integrated analytics code for quantitative analysis of user behavior and feature use.

WORK EXPERIENCE (CONTINUED)

Webmaster
Nova Scotia Environment and Labour, Halifax, NS   *Jun 2004 – Oct 2005*

- Maintained the web resources of a large government organization, performed content updates, analyzed user feedback, and planned future development to maximize the Web as a communications vehicle
- Advised staff on effective use of Internet / intranet sites to achieve organizational objectives
- Coordinated with geographically-dispersed clientele

Key Accomplishments:

- Redesigned the Environment and Labour web site, incorporating an updated look-and-feel, **vastly-improved organization / information architecture** and streamlined ASP codebase. The redesigned site meets Provincial Government Standards and has received countless favorable reviews from both internal and external users.

- Improved response times to client requests with most web site updates complete within 48 hours and same-day completion of many requests.

- Integrated Macromedia Contribute Software with the Departmental intranet, enabling the Labour Standards division to perform efficient content updates without HTML experience.

Web Developer / Interaction Designer
W3 Internet Services, Halifax, NS   *Jul 1996 – Nov 2003*

- Web application development with technologies such as ColdFusion, Java/JSP and SQL Server
- Produced design concepts and interface templates using Adobe Photoshop, JavaScript, CSS and XHTML
- Personally selected by the CEO to serve as design team lead

Key Accomplishments:

- Consulted on, designed and developed a secure B2B e-commerce web application for a renowned Swiss watchmaker, exceeding all customer expectations with a **200 – 300% increase in repeat business, 25% reduction in sales costs, and 8% improvement in net income**

- Developed an online quote tool using Java, JSP and JavaBeans to perform complex annuity calculations for a leading Swiss life insurance company

- Implemented streamlined template and mockup design process, **reducing lead times and time to market by up to 30%**

TECHNICAL SUMMARY

Applications	Programming / Scripting	Operating Systems
Adobe Photoshop	Code-level HTML / XHTML / DHTML	Windows
Dreamweaver	CSS	Linux
Balsamiq	JavaScript	OSX
Visio	AJAX	
Eclipse	SQL	
Perforce	XML	
JIRA	Java/JSP	
ScrumWorks	ColdFusion	

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EDUCATION

Dalhousie University, Halifax, Nova Scotia
Bachelor of Commerce Co-op (**3.58 GPA, Dean's List**)
Major: Information Technology - Finance

AWARDS

- Dalhousie University renewable full entrance scholarship
- Governor General's Medal for **top academic standing in my graduating class**
- C.J. Burke Memorial Award for Excellence in Mathematics
- Scobey Scholarship for Outstanding Citizenship
- Liverpool Regional High School Most Dedicated Athlete (male)