

Ryan Sims
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Objective:

To work at an innovative company applying user-centered design techniques to develop great products and experiences. I want to solve tough problems with simple and elegant solutions.

Summary:

I'm a user experience designer with a track record of developing, designing, managing and optimizing a product experience. Basically, I can juggle the needs of users, business owners, and aesthetics while paying attention to performance metrics.

Specialties:

Design (mobile and web), persona development, usability testing and prototyping, design strategy, management, cheery demeanor, working knowledge of CSS / DHTML / Javascript / Actionscript

Portfolio:

Please visit <http://www.ryansims.com/portfolio>

Awards:

In 2006, J.D. Power selected Hotwire.com as highest in customer satisfaction among travel websites.

<http://www.jdpower.com/corporate/awards/industry/search.asp>

In 2001, the redesign of Epinions was included as a case study in *Adobe Master Class: Web Site Redesigns* (DiNucci, 2001).

Experience:**User Experience Consultant – Self-employed**

November 2006 – Present

Currently I'm working as an independent consultant. Selected clients include: Rand McNally, a well-known maker of printed maps and atlases. I'm helping them redefine their website and gps products. Pelago, a small startup in Seattle. I helped them develop personas, scenarios and wireframes for their web and mobile applications.

Senior UI Design Manager - Hotwire.com

April 2001 – August 2006

For five years, I worked on most user centered design activities at Hotwire. In 2004 I started managing a team that grew to three interface designers. Our team was responsible for the core visual and interaction design of the site, as well as user centered design activities like prototyping, testing and developing personas.

UI Designer - Epinions.com

January 2000 – April 2001

- I helped design many of the site's features.
- I worked on a major redesign of the site.
- I used site metrics and discount usability testing to optimize the user experience.
- I developed and maintained site style guide.

UI Designer - AltaVista

September 1999 – December 1999

- I was responsible for IA / UI design on the AltaVista portal.
- I introduced our team to discount usability methods – like paper prototyping.

HCI Intern - IBM

June 1999 – September 1999

- I worked within their database group doing various HCI tasks.

UI Designer - Renaissance Interactive

June 1995 – June 1998

- I was responsible for IA / UI / Visual design on many projects.
- I started and ran small usability lab.

Education:**Georgia Institute of Technology**

MS, Human Computer Interaction, August 1998 – August 1999, 3.80 GPA

- I completed part of my Master in HCI degree.
- I was a student volunteer at Chi 99 in Pittsburgh.
- I worked in the Educational Technologies lab.

University of South Carolina

BA, Anthropology and Journalism, August 1991 – August 1995, 3.97 GPA

- I graduated Magna Cum Laude with Phi Beta Kappa honors.
- I studied at the University of Hull (England) for 1 year.
- I started the online version of the newspaper.
- Activities and societies: The Gamecock student newspaper, Resident advisor

Groups and associations:

ACM, Baychi

Interests:

Architecture, design, photography, film, reading