

RALPH GUNDERSON J. R.

creative direction / user experience design

888 Western Ave #1314
Seattle, WA, 98104
404.518.3010
ralph@rgunderson.com

PROFESSIONAL PROFILE

Collaborative and motivated design leader with wide range of experiences in digital product design, team growth, process scaling, research methods, and product-market fit. Constantly learning & working to improve how people use things.

UX AND PRODUCT MANAGEMENT

piktorlabs

Director of Research & Design Dec 2018 - Jun 2020

Supporting our growing Design studio at PiktorLabs:

We design experiences that people love. Our team of designers, developers, and problem solvers craft digital products and services that help your business grow.

Applying design and user research to inform product & business decisions.
Listen and synthesize customer requirements into product concepts and workflows.
Support and mentor our growing team of designers, developers, and problem solvers.

- + Lead product concepts and contribute directly to project assets using Sketch, InVision, Figma, Abstract, Zeplin, Adobe Creative suite and Office tools
- + Present concepts to clients and stakeholders in our design and development teams
- + Manage design pipeline and research across all active clients
- + Lead and coordinate across design teams in Seattle and Bangalore, India
- + Support program management & coordination for multiple product streams
- + Coordinate the capacity plan for Design team across multiple products
- + Manage design backlog and features across the SDLC using JIRA and Asana
- + Organize new processes & tools for faster, collaborative results
- + Helped team grow from 7 to 14 designers
- + Launched 5 products within our Innovation Labs
- + More details at: <http://piktorlabs.com>

**DIGITAL
SCIENTISTS**

UX Director / Design Oct 2007 - Oct 2018

Digital product design and consulting - We explore and build digital products for large organizations that need fast-paced and disciplined R&D capability.

Led and helped grow our Design team. End-to-end design consulting across the user experience for startups and Fortune-ranked clients alike: Thomson-Reuters, Office Depot, Mailchimp, NAPA, Lamar, Gables Residential, Interface, London Fog, and many more.

- + Helped launch multiple internet of things platforms (Connected car & connected devices)
- + Strategy, IA, Concepting, Wireframes, visual design, QA / testing
- + Supported product concept and planning for several projects using Pivotal and JIRA
- + Launched over 50+ apps and delivered 80+ projects across 100+ clients over 10 years
- + Shaped our design process & systems for coordination from sales to launch
- + Grew design team from 1 to 7 designers
- + Supported multiple transitions, growing from 0 to 2 office locations + remote
- + Work samples at: <http://digitalscientists.com>

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OTHER DESIGN EXPERIENCES



Lead Furniture Designer Oct 2006 - Oct 2007

Developed a line of modular furnishings for home and creative spaces. Designed and optimized cutting patterns for fabrics and urethane foam. Material sourcing and selection. Conceived & approved product samples. Streamlined new product development workflow.



Interface Designer July 2006 - Oct 2006

Worked directly with Design and Engineering teams to develop and extend the interface visual language – for a cohesive line of touch-sensitive controls for the kitchen & household. Finished work seen at large retailers like Best Buy, Lowe's. On contract for project duration.



Product Designer Sept 2003 - July 2006

Supported product mockups & development. Produced usable, appealing concepts and mockups for early builds of the Mailchimp email marketing app, and client web projects. Involved from concept to layout, image selection/slicing, into build. Assisted with company branding exploration for The Rocket Science Group and Mailchimp.



Creative Assistant Sept 2004 - Dec 2004

Worked on contract with designers in the Licensed Product division. Developed branded product campaigns & concepts for Coca-Cola brand licensees: Concepts for Coca-Cola, Diet Coke, Sprite, and other brands in 2D and 3D applications. On contract for project duration.

EDUCATION

Bachelor of Science Industrial Design

Georgia Institute of Technology
College of Architecture, Atlanta, GA 2000 - 2004
Active member of IDSA, Certificate in Psychology

Personal Interests

Product design and computing history enthusiast. Avid cyclist and bicycle builder. Communicator and linguist at heart: 4 years Spanish, 2 years German.

AREAS OF EXPERTISE

Leadership Skills:

User Experience Design (UX/UI)
Design Consulting
Product Design & Development
Team Building / Mentorship
Requirements Definition
Proposal & Business Development
Project Management / Estimation
Budget / Timeline / Roadmapping
Product Ownership
DesignOps / Process Management

Creative Skills:

Product Concepting / Refinement
App / Interface Workflows
Information Architecture
Application Wireframing
Visual Design / Variation
Prototype Development
Scrum / Agile Methodologies
Design Research Methods
Market Research & Product Testing
Product Documentation

Digital Tools:

Adobe Creative Suite:
Photoshop, Illustrator, XD
Sketch, Abstract, Figma
InVision, Balsamiq
App Patterns on iOS, Android
Github / GitLab / Bitbucket
Sprint planning in Jira / Pivotal
Frontend / HTML, CSS, JS
MS Office / Google / iWork Suite
CRM and sales pipeline tools