

RALPH GUNDERSON J. R.

ux director / product research + design

10 Clay Street #203
Seattle, WA 98121
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

launch

Senior Product Designer Aug 2020 - Present

Building our digital futures, one solution at a time.

Advocating for better, more human experiences that create material value for stakeholders, across the product lifecycle. Design systems, research, and product whispering.

- + Raising our UX Maturity through deeper team integration with our Design Systems
- + Augmenting quality through collaboration and design translation with Product & Dev
- + Promoting agile approaches to connect our UX vision with the design-build-test cycle
- + Listening carefully to user feedback to identify high-value opportunities

piktorlabs

Director of Research Dec 2018 - Jul 2020

Supporting and mentoring our growing team of designers, developers, and problem solvers.

Applying design and user research to inform product & business decisions.

Synthesizing customer ideas and feedback into product concepts and workflows.

- + Managed design pipeline and research across all active clients
- + Led and coordinated efforts across our design teams in Seattle and Bangalore, India
- + Coordinated capacity plan for Design team across multiple products
- + Managed design backlog and features across the SDLC using JIRA and Asana
- + Organized new processes & tools for faster, collaborative results
- + Presented concepts to clients and stakeholders in our design and development teams
- + Helped team grow from 7 to 14 designers
- + Launched 5 products within our Innovation Labs

DIGITAL
SCIENTISTS

UX Director / Design Oct 2007 - Oct 2018

End-to-end digital product design, strategy, and consulting – Exploring and building digital

businesses and platforms, from research to release for startups & Fortune-ranked clients:

Thomson-Reuters, Office Depot, Mailchimp, NAPA, London Fog, and many more.

- + Led and helped grow our design team from 1 to 7 designers
- + Strategy, IA, Concepting, Wireframes, visual design, QA / testing
- + Launched over 50+ apps and delivered 80+ projects across 100+ clients over 10 years
- + Helped launch multiple internet of things platforms (Connected car & connected devices)
- + Supported product concept and planning for projects using Jira, Pivotal, and other tools
- + Shaped our design process & systems for coordination from sales to launch
- + Supported team growth across multiple transitions, from 0 to 2 office locations + remote

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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 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
Figma, Sketch, Abstract
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