

RALPH GUNDERSON J.R.

product leadership, research + design

404.518.3010
ralph@rgunderson.com
linkedin.com/in/rgunderson

PROFESSIONAL PROFILE

Collaborative and passionate design leader with nearly 20 years of experience in digital product design, team growth, process scaling, research methods, and product-market fit. Applying design thinking to understand, influence, and align business & user outcomes.

UX AND PRODUCT MANAGEMENT

launch

Senior Product Designer Aug 2020 - Present

Creating durable value for our stakeholders through user research, product visioning, prototyping, and advocacy. Using design systems, research, collaboration for greatest impact.

Currently driving design & discovery for features and initiatives on **Teichert** project:

- + Augmented Teichert team to catalyze design velocity and **accelerate product value**
- + Advanced platform quality through increased trust and designer-developer collaboration
- + Critical analysis of voice of customer to discern & prioritize high-value opportunities

Previous Design Lead role on **VSP / Eyefinity** project for the vNext platform initiative:

- + Influenced investment in UX Maturity by articulating design ROI & customer-centric impact
- + Bolstered executive buy-in for **UX vision** by integrating agile delivery frameworks
- + Advanced velocity & quality through deeper team integration with our Design Systems
- + Elevated quality of product decisions through greater customer understanding & context

piktorlabs

Director of Research Dec 2018 - Jul 2020

Led and mentored our growing team of designers, developers, and problem solvers. Leveraged diverse design frameworks & user research methods to inform business decisions.

- + **Managed design and research pipeline across all active clients**
- + Led executive presentations to influence stakeholders and rally cohesive product concepts
- + Operationalized new processes & tools for faster, more creative and collaborative results
- + Defined and calibrated capacity plan for our Design teams in Seattle and Bangalore, India
- + Managed design backlog and features across the SDLC using Jira and Asana
- + Planned and **organically expanded our team 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.

- + **Led and helped grow our design team from 1 to 7 designers**
- + Strategy, IA, concepting, wireframes, visual design, QA / testing
- + Launched **over 40+ apps** and delivered 80+ projects across 100+ clients over **10 years**
- + Established multiple internet of things platforms (connected car & connected devices)
- + Shaped product concepts and project roadmaps using Jira, Pivotal, and other tools
- + Honed our design process & systems for coordination from sales to launch
- + Supported team growth across multiple transitions, **from 0 to 2 office locations** + remote

RALPH GUNDERSON J.R.

product leadership, research + design

404.518.3010
ralph@rgunderson.com
linkedin.com/in/rgunderson

OTHER DESIGN EXPERIENCES



AREAS OF EXPERTISE

Product and Team Leadership:

Leading agile design teams, collaborating with customers to define product needs & vision, negotiating both what is possible and the SDLC process with our team.

Product Ownership:

- + Product Roadmapping
- + Concept Shaping, Estimation
- + Requirements Management
- + Team Building / Mentorship

Scrum / Agile Sprint Planning:

- + Sprint tools: Jira, ADO, Pivotal
- + Budget, Timeline
- + Design QA and Delivery Quality
- + DesignOps, Process Management

Design Consulting & Prototyping:

Driving successful product concepts through design thinking and prototyping methods. By listening carefully, our best ideas are distilled, refined, tested, into each release.

Design Consulting:

- + User Experience Design (UX/UI)
- + Product Concepts & Refinement
- + Proposal & Business Development
- + App / Interface Workflows

Concept & Prototype Generation:

- + Product Design & Development
- + Visual Design & Variation
- + Design Research & Product Testing
- + Frontend / HTML, CSS, JS

User Research and BA Definition:

Applying continuous research to ensure that we have clear goals and are delivering on areas of highest value, sprint-over-sprint, according to our product vision.

Needs & Requirements:

- + Framing Scenarios & Requirements
- + User Story Management
- + Effort and Feasibility Estimation
- + Coordination with UX, Dev, QA

User Research & Analytics:

- + User surveys & moderated testing
- + Google Analytics
- + Lookback, Fullstory
- + PowerBI and custom dashboards

EDUCATION



Continuing Education & Memberships

- + ScrumAlliance Product Owner (CPO, 2020), ScrumMaster (CSM, 2022) courses
- + Member SIGCHI, SIGGRAPH; Architecture, design, and computing history enthusiast



Bachelor of Science, Industrial Design 2000 - 2004

Georgia Institute of Technology, College of Architecture, Atlanta, GA
IDSA member and local chapter advocate, Certificate in Psychology