

Ryan Nance

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- **Creative Problem Solver** focused on discovering concrete solutions to human problems.
 - **Respected Builder and Leader** of teams that create outstanding user experiences; instill a shared, enthusiastic commitment to user experience as a key driver of company goal attainment.
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Areas of Expertise

User Experience Design
Information Architecture
Interaction Design

Usability Engineering
Prototype Development
Art Direction

Content Design
Design Strategy
Search Engine Optimization

Professional Experience

BERNARD HODES GROUP — New York, NY

1/10 to present

User Experience Designer

Lead the company-wide User Experience Design efforts, from architecting solutions to persona and scenario development, creation of wireframes and prototypes, all while collaborating with cross-functional teams from every business unit and region.

Selected Contributions:

- Introduced and championed the design process focused on creating user-centered products.
- Created a set of user experience deliverables, including concept maps, wireframes, feature specs, user persona narratives, low- and high-fidelity prototypes (VUE, Flash, Fireworks, and HTML prototyping), navigation narratives, and user experience storyboards, to communicate in meaningful ways to stakeholders.
- Led strategic planning to discover outstanding user experiences that fit within technical, budgetary, resource and branding constraints.

MILES MEDIA — Sarasota, FL

4/04 to 1/10

Director of Digital Design, 11/08 to present

Interactive Producer, 9/07 to 11/08

Senior Editor, 7/06 to 6/07, **Editor**, 4/05 to 7/06, **Associated Editor**, 4/04 to 4/05

Promoted to director position to remake the interactive publishing design strategy, client communication and production process. Lead the creation of industry-leading websites, and interactive marketing programs

Selected Contributions:

- Developed company's web design process focused on aligning client's marketing goals with user goals to maximize system value.
 - Led a diverse team of talented specialists to a industry leading web experiences on time and under budget.
 - Designed content structures to take advantage of respective media, aligned to achieve documented marketing goals and create user engagement.
 - Led the creation of company-wide search engine optimization best practices for programming, development, content and visual design decisions.
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Education and Training

Training: User Interface 15 Conference, Boston, MA, 10/10
User Interface 13 Conference, Cambridge, MA, 10/08

COLUMBIA UNIVERSITY — New York, NY

9/99 to 10/01

Master's of Fine Arts, Writing Division

NATIONAL TAIWAN NORMAL UNIVERSITY — Taipei, Taiwan

6/96 to 11/98

Mandarin Language training

UNIVERSITY OF REDLANDS — Redlands, CA

9/93 to 6/96

Bachelor's of Arts, Creative Writing