Ryan Crippen

Designer

Los Angeles, CA
hi@ryancrippen.com
LinkedIn

End to end designer with 20+ years of experience, skilled in shaping online marketplace / e-commerce and service-based digital products into enjoyable experiences.

UX/UI Design	Usability Testing	Branding	Figma
Interaction Design	Wireframing	Illustration	Adobe CC
Design Systems	Prototyping	3D Animation	Miro
User Research	HTML/CSS	Motion Graphics	Blender

BA (Graphic Design & Illustration) - Cal State University, Northridge
Member of the Golden Key Honor Society

Signant Health

Product Designer

VirTrial Group - Remote (May 2021 - Present)

- Leverages understanding of business needs, technology solutions, and design to realize new features and product enhancements for the SmartSignals Telemedicine web and native mobile products.

- Developed and managed the design of a new feature initiative to bring recording capabilities to the SmartSignals Telemedicine web and native mobile products. This included updating the user experience of the entire web-based virtual visit module for both providers and participants, as well as bringing it into greater alignment with the native mobile experience.

- Led the design of a customer requested feature initiative to bring configurable notifications to the SmartSignals Telemedicine web and native mobile products.

- Collaborates with design peers on updating and optimizing the Telemedicine product line design system and design component libraries.

- Represents and advocates for the VirTrial group in the larger organization's move to a common, centralized design language and overall product alignment initiative.

Cars.com

Senior Interaction Designer

Auto.com Team - Remote (June 2017 - April 2020)

- Created an engaging user experience on the Auto.com and PickupTrucks.com network properties which reduced bounce rates and boosted lead conversion.

- Identified areas of product improvement from a user-centric perspective by utilizing site data and user research.

- Executed all aspects of the design process, bringing concepts to life via sketches, wireframes, hi-fidelity mockups, and functional/interactive prototypes.

- Led design-only product sprints, held front end code reviews, and wrote deliverable front end code, which streamlined the designer/developer relationship.

- Increased design standardization and efficiency by developing a design system.

Senior Web Designer
NewCars.com Team - Santa Monica, CA (July 2008 - May 2017)

- Improved the design, brand, and user experience of all sites under the Cars.com Santa Monica division.

- Translated business concepts and specifications into compelling, revenue generating pages by creating wireframes, hi-fidelity mockups, and full working HTML prototypes.

- Increased site recognition and engagement by creating unique branding and illustration assets for web and video content.

- Developed 2D & 3D product and training videos which helped the national sales team solidify relationships with dealer partners.

Nova Development

Manager, Web Design & E-Commerce
Calabasas, CA (January 2007 - June 2008)

- Led the web design and e-commerce development team, which was responsible for all product-specific sites and the main e-commerce portal.

- Increased customer engagement by working with the marketing team to translate sales material into interactive product mini-sites, e-commerce pages, and emails.

- Facilitated site and product decisions by providing user data mining services, online sales reports, and site analytics to the CTO and other key stakeholders.

Internet Designer & Developer
Calabasas, CA (May 2000 - December 2006)

- Designed, implemented, and maintained the corporate, product-specific, and affiliate/partnership sites.

- Promoted and increased sales of new products by creating special offer sites, upgrade sites, HTML emails, and digital newsletters.

- Refreshed the look and feel of consumer DTP and video editing products via collaboration with the software group on UI elements and 3D/Animation content.