

# Ryan Neufeld

Product Designer

ryanneufeld.design  
+1 (415) 996-9746  
rjg.neufeld@gmail.com  
Seattle, WA

## Experience

### Senior Product Designer / Sirona Medical

Nov 2020 - Present

- Designing the first-ever cloud radiology platform with integrated AI tools leveraging natural language processing (NLP), computer vision (CV), and machine learning (ML) to increase productivity for radiologists, improve outcomes for patients, and lower costs for payors.
- Lead the continuous improvement of our design system, scaling design operations across the organization through a comprehensive tooling transition from Sketch to Figma.

### Product Design Lead / Index Exchange

Sep 2017 - Nov 2020 (3 years, 3 months)

- Worked with senior leadership across the organization to drive digital transformation, leading the modernization and holistic design of a new enterprise web application.
- Lead the design, development, and implementation of a design system supporting 200 engineers, increasing development speed, and doubling total products shipped in 2019.
- Designed a diagnostic product resulting in a 52% increase in advertising deals time-to-spend, a 35% decrease in deals that never spend, and a 27% decrease in time-to-spend.
- Lead, coached, and mentored a team of 5 product designers. Recruited, interviewed, and hired 6 new members to triple the size of our team over 4 years.

### Product Designer / Index Exchange

Feb 2016 - Sep 2017 (1 years, 8 months)

- Lead the holistic discovery, design, and development of numerous UX, interaction design, and visual design improvements across an enterprise web application.
- Designed, documented, and deployed a public pattern library and supporting Sketch library that reduced the instance of code duplication and increased velocity.
- Designed, developed, and launched a company Knowledge Base that improved access to information for customers and significantly decreased the number of support tickets.

### UX Design Intern / Blitzen

May 2015 - Aug 2015 (4 months)

- Created and enhanced user onboarding, email campaigns, branding, and landing pages.

## Education

### Masters of Digital Experience Innovation (MDEI)

University of Waterloo / School of Interaction Design and Business

2014 - 2015

### Honors Bachelor of Arts, Psychology: Research Specialist

Wilfrid Laurier University

2009 - 2013

## Skills

### Technical

Figma  
Sketch  
Abstract  
InVision  
Adobe CC  
HTML/CSS

### Interpersonal

Leadership  
Communication  
Collaboration  
Mentorship  
User Advocacy  
Management

## Certifications

### Figma Academy Certificate

Figma Academy

2023

### UX Management Certificate (UXC)

Nielsen Norman Group

2018

### Interaction Design Certificate

University of California  
San Diego / Coursera

2016 - 2017

## Personal Interests

Brazilian Jiu-Jitsu  
Science Fiction  
Podcasts  
Travel  
LEGO  
Film