

# Ryan Sanders

Location: Chico, California

Phone: 530-518-6491

Email: [ryan@ryan-sanders.com](mailto:ryan@ryan-sanders.com)

Portfolio: <https://ryan-sanders.com>

LinkedIn: <https://linkedin.com/in/ryanmsanders>

## Professional Summary

Senior Product Designer with over 14 years of experience specializing in SaaS, e-commerce, and event technology. Expert in building scalable design systems and simplifying complex information architecture to drive product-led growth. Proven track record of bridging the gap between design, product, and engineering to ship accessible, high-performance software from "0 to 1" and beyond.

## Core Skills

- **Strategic Thinking:** Product De-risking, Problem Framing, Opportunity Sizing, Root Cause Analysis, Trade-off Navigation (Speed vs. Quality).
- **Product Design:** UX Strategy, Interaction Design, Wireframing, Prototyping, Accessibility, Information Architecture, User Research.
- **AI Workflows:** Generative UI (Galileo/UX Pilot), LLMs (ChatGPT/Claude), Rapid Prototyping (Framer AI), Figma AI.
- **Systems & Tech:** Design Tokens, Atomic Design, Figma, Headless CMS, HTML/CSS, JS/TypeScript.
- **Performance & Growth:** Usability Testing, A/B Testing, Funnel Analysis, Roadmap Prioritization.

## Professional Experience

GUIDEBOOK, INC. | Remote

**Product Designer – Native & Web Platforms** • 2021 – Present

- **Architected and scaled a centralized design system** from the ground up, establishing a tokenized framework that increased engineering velocity and ensured cross-platform UI consistency.
- **Led UX strategy for a multi-sided event ecosystem**, translating complex B2B/B2C requirements into a seamless, no-code app-building experience for web and mobile.

- **Established a data-driven research protocol** that optimized user navigation and directly increased funnel conversion rates through rigorous usability testing.

**BUILD.COM** | Chico, CA

**Product Manager – Content Management** • 2016 – 2019

- **Engineered the product strategy for an enterprise headless CMS**, empowering internal teams to manage a library of 18,000+ content records.
- **Orchestrated platform scalability** to support 30+ distinct front-end experiences, ranging from high-traffic e-commerce to augmented reality (AR) tools.
- **Optimized system performance and user workflows**, facilitating over 4,000 monthly user actions and reducing operational friction.
- **Conceptualized the foundational design system**, driving cross-functional adoption to unify the user interface across the enterprise.

**BUILD.COM** | Chico, CA

**Product Designer** • 2015 – 2016

- **Spearheaded UX design and research for multiple own-brand launches** defining the digital identity for multi-million dollar business units.
- **Collaborated with Marketing and Engineering** to iterate on conversion flows, delivering measurable improvements in user engagement and sales metrics.

**LULUS.COM** | Chico, CA

**Product Designer / Front-End Developer, E-commerce** • 2013 – 2015

- **Pivoted a high-growth fashion brand's digital strategy** as a lead member of the web team, managing end-to-end UX for the mobile e-commerce platform.
- **Executed rapid, high-fidelity design iterations** that directly fueled the brand's digital expansion and accelerated revenue growth.

**CALIFORNIA STATE UNIVERSITY, CHICO** | Chico, CA

**Lecturer & Design Director** • 2011 – 2013

- **Authored and taught advanced curriculum** in web design and animation, mentoring the next generation of designers in the transition to interactive UX roles.

**FUZEGROUP** | Laguna Beach, CA

**UX Designer** • 2011 – 2013

- **Directed creative strategy and execution** for the agency's diverse client portfolio, managing the end-to-end design lifecycle from discovery to delivery.

- **Led cross-functional collaboration** between clients and developers to ensure design integrity and technical feasibility across all agency accounts.
- Established lightweight design systems and documentation for clients to maintain consistency after handoff.

**FREELANCE** | Chico, CA

**Freelance Designer** • 2011 – Present

- Delivered marketing websites and lightweight web applications for small business clients, handling everything from wireframing to high-fidelity UI and WordPress implementation.

## **ADDITIONAL EXPERIENCE**

**SOUND SOURCE AV** | Chico, CA

**Founder / Executive Director** • 2022 – Present

- **Directs end-to-end technical production** for large-scale concerts and festivals, managing complex system design, logistics, and crew safety.

**DEVPOP!** | Chico, CA

**Founder / Executive Director** • 2015 – 2019

- **Launched a non-profit dedicated to computer science education**, scaling community impact through after-school programs and summer camps.

## **EDUCATION**

**CALIFORNIA STATE UNIVERSITY, CHICO** | Chico, CA

Bachelor of Arts, Communication Design (Graphic Design & Audio Engineering)