

Ryan Tillett

Senior Product Designer | Complex Products, Systems & Hands-On Leadership

Austin, Texas · 208.419.6243 · ryan@pixelui.co · ryantillett.com · <https://www.linkedin.com/in/ryantillett>

SUMMARY

Senior product designer and hands-on leader with 10+ years of experience shaping complex B2B, enterprise, and consumer products. Brings systems thinking and end-to-end ownership across discovery, product strategy, workflow design, prototyping, validation, and delivery.

Trusted to clarify ambiguous, interdependent problems, align cross-functional teams, and guide other designers while remaining close to the craft. Background spans embedded product teams, product consulting, agency leadership, and growing front-end implementation capability.

EXPERIENCE

Lead Product Designer *February 2025–June 2026*

ADP — Lyric Onboarding · New York, NY

- Led product design for self-service onboarding, translating product requirements, workflow gaps, and shared-service dependencies into incremental solutions.
- Reframed workflow lifecycle management from a limited active/inactive model into clear draft, published, inactive, and archived states.
- Established and aligned a scalable workflow taxonomy—category, type, and subtype—to support different integration patterns.
- Shifted the product away from rigid prebuilt templates toward a create-a-workflow model better suited to varied customer and integration needs.
- Translated product decisions into prioritized user stories, prototypes, accessibility annotations, leadership presentations, and engineering handoff.
- Used AI-assisted workflows and custom Markdown-based skills to accelerate prototyping and simulate context-specific product scenarios.

Lead Product Designer *October 2023–February 2025*

Walmart Global Tech — Learning & Development · Bentonville, AR

- Led discovery and product design for a zero-to-one enterprise learning product intended to serve a broad U.S. associate audience across Walmart and Sam's Club stores, distribution operations, and technology teams.
- Conducted competitive research and product analysis to clarify the problem space, business requirements, and opportunities.
- Used story mapping to align Business, Product, and Engineering around a prioritized, incremental product roadmap.
- Tested a deeper learning-path hierarchy initially favored by stakeholders and demonstrated that its complexity made comprehension and progress tracking more difficult on mobile devices.
- Influenced the team toward a simpler learning-path model optimized for phone-based use while preserving essential business requirements.
- Defined and prioritized user stories, designed and tested workflows, presented recommendations to leadership, and prepared solutions for engineering delivery.

Director of Product Design *February 2022–July 2023*

Arrive Logistics · Austin, TX

Hands-on player-coach leading three product designers across internal sales applications and a customer-facing logistics platform.

- Managed and coached three product designers through discovery, requirement definition, workflow design, critique, and incremental delivery.
- Directed product-design work for internal applications serving approximately 1,500 daily users and an external portal receiving approximately 10,000 monthly visitors.
- Authored a strategy and supporting concepts to reduce reliance on third-party communication channels, improve operational efficiency, and capture more useful business data—a direction the organization later carried into implementation.
- Partnered with Product and Engineering Directors to align experience strategy, product roadmaps, and cross-functional execution.
- Introduced story mapping to break complex initiatives into prioritized product increments and help teams move from strategy into design and delivery more efficiently.
- Taught user-story writing, estimation, and planning practices that Product reported improved visibility and team velocity.

Experience Architect *April 2018–February 2022*

Projekt 202 · Austin, TX

- Translated research, user needs, and business objectives into product recommendations, roadmaps, and incrementally deliverable solutions across varied client environments.

- Led discovery and experience design for Apiture Implementation Admin, a new internal SaaS platform for configuring, managing, and submitting white-labeled mobile banking applications.
- Used workflow research and story mapping to align a small cross-functional team around user needs, platform dependencies, and an aggressive licensing deadline.
- Helped replace fragmented tools and a third-party platform with a centralized source of truth tailored to the Implementation team's workflows.
- Supported the migration of 120+ existing financial-institution customers and the launch of 20+ new customers in under one year.
- Contributed to eliminating a significant annual licensing expense and reducing mobile-app time to market from weeks to days; the engagement led to additional client projects and budget.
- Additional engagements included Altice Mobile, IntelliCentrics, Disney+, and AWS CloudFront.

ADDITIONAL EXPERIENCE

Senior UX Designer

November 2017–April 2018

iHeartMedia · Austin, TX

Conducted contextual research, identified product gaps, translated findings into prioritized increments, and supported iterative design, testing, QA, and feedback triage.

Senior Interactive Art Director

July 2015–November 2017

Somnio · Austin, TX

Led experience strategy and creative direction for technology clients including IBM, Dell, HPE, and AT&T. Managed contractors and partnered with engineering teams to strengthen design-system alignment and delivery quality.

UX Design Consultant

January 2013–July 2015

Pixelui · Bozeman, MT

Designed responsive and adaptive digital experiences while applying Agile and Lean UX practices. Expanded proficiency in HTML, CSS, and JavaScript to collaborate more effectively across design and front-end delivery.

Director of Web Development / Founder

January 2004–December 2012

Future-Farm · Bozeman, MT

Founded and operated an interactive design agency serving more than 100 organizations. Led business development, requirements, experience strategy, creative direction, design, and digital delivery.

CAPABILITIES

Product Strategy & Discovery: Product framing · Discovery · Competitive analysis · Story mapping · Roadmap definition · Prioritization · Stakeholder alignment · User stories

Interaction, Systems & Research: Complex workflows · Information architecture · Taxonomy · User flows · Interaction design · Prototyping · Contextual interviews · Usability testing · Cognitive walkthroughs

Leadership & Delivery: Hands-on design leadership · Mentoring and coaching · Design critique · Cross-functional facilitation · Agile planning · Accessibility annotations · Engineering handoff

Tools & Technical Practice: Figma · Miro · Atlassian · Adobe Creative Suite · Pendo · Google Analytics · HTML · CSS · JavaScript · Visual Studio Code · AI-assisted prototyping

EDUCATION

Certified Scrum Product Owner, Scrum Alliance · 2019

Bachelor of Fine Arts, Visual Communication, Montana State University · 1998