



# ADAM RYAN

SENIOR DESIGNER



## ABOUT

I help brands create meaningful, user-centered experiences with that drive growth, foster authentic connections, and simplify complex challenges through strategic, innovative graphic and visual design. Let's talk!

## CONTACT

### Phone

540.905.1300

### Email

adam.ryan94@gmail.com

### Web

byadamryan.com

## TECHNICAL SKILLS

Figma

Sketch

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Presentation Deck Building

AI Prompting

Webflow

HTML5 Animation

## EDUCATION

### B.F.A Graphic Design

James Madison University  
School of Art and Design

### Umbau: Architecture / Design

Residency Program  
Vienna, Austria

## EXPERIENCE

### MINOAN

#### Senior UI/UX Designer (Contract)

New York, NY (Remote)

Nov. 2024 - Jan. 2025

Drove the end-to-end product design process across our B2B Procurement Platform, internal Order Management System, and B2C Shoppable Showroom. Collaborated closely with cross-functional teams to design intuitive and functional solutions that address user and business needs. Utilized user research to craft journey maps and high-fidelity prototypes. Advanced our design system to maintain cohesive and brand-aligned user touchpoints. Balanced strategic thinking with a user-focused approach to bring a results-driven mindset to every project.

### FETCH PET INSURANCE

#### Senior Visual Designer

New York, NY (Remote)

Mar. 2021 - Oct. 2024

Designed and optimized scalable user interfaces for web and mobile, focusing on usability, accessibility, and conversion. Developed and refined end-to-end user experiences by leveraging user research, data insights, and iterative design processes. Pioneered Fetch's design system to improve consistency, streamline workflows, and enhance cross-functional collaboration. Created original brand illustrations, iconography, and marketing assets to strengthen visual storytelling and engagement. Partnered with product managers, engineers, and stakeholders to translate business goals into user-centered design solutions, presenting concepts and iterating based on feedback.

### VERIZON

#### Digital Visual Designer (Contract)

New York, NY (Remote)

Aug. 2020 - Mar. 2021

Created visually engaging and innovative digital, web-based, and mobile experiences for a range of cross-platform digital communications. Worked directly with members of the creative team, account services, clients (Amazon, Apple, NFL), UX, and developers to execute projects of all sizes.

### COMPLEX

#### Graphic/Motion Designer

New York, NY

Nov. 2017 - Aug. 2020

Designed and animated layouts for Complex's mobile news platform on Snapchat. Used skills in motion, editorial, and mobile design to deliver finished projects daily. Channel garnered over 5 million subscribers with daily interactions topping 8 million.

### THIS ALSO / INSTRUMENT

#### Visual Designer (Contract)

New York, NY

Aug. 2017 - Nov. 2017

Valuable experience creating branding packages as well as UX/UI layouts for notable clients (Samsung and Nike). Designed interactive experiences for mobile and web products utilizing motion design for prototyping.

### HUGE

#### Visual Design Intern

New York, NY

Jun. 2017 - Aug. 2017

Gained experience within UX/UI design, client meetings, and team collaboration.