



# Ryan Parag

Product Designer

ryanparag.com

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941.735.6602

## Experience

### TrustLayer / Senior Product Designer

April 2021 - Present

Lead overall design strategy, experimentation, and roadmap planning / execution for growth to customers needing to track insurance policies. Redesigned vendor experience and architecture + features providing the way to a Series A capture and enterprise scale.

### Masonite / Senior Product Designer

March 2019 - April 2021

Working on multiple door and product experiences for the Homeowner platforms and internal management applications.

I also help build the IoT experience that helps homeowners connect a Masonite door system to their smart home through our cutting-edge cloud platform.

### Chargebacks911 / Product Designer

March 2016 - March 2019

Lead designer working between multiple engineering, executive, and marketing teams. Led the design of two legacy applications and one new application for clients in the enterprise payments space. Worked on UX flows, design systems, rapid prototyping, user journeys, marketing assets, and live product. Increased qualified web traffic by 400% and inbound leads by 250%.

### Xcenda / Healthcare Analyst

June 2013 - May 2016

Analyzed data to measure pharmaceutical outcomes, investigated key business problems through quantitative analyses of pharmaceutical cost data. Helped forecast business decisions against market outcomes and parent company (AmerisourceBergen) goals. Verified report data in relation to population demographics, cost, and insurance.

### Freelance / Designer

2010 - Present

Clients and Industries: World Rugby, SoleVenture, International Automotive, and more.

## Skills

Interface Design  
Interaction & UI Design  
Prototyping  
Visual Design  
UX, ideation and Workflows  
Branding  
User Research  
Usability Testing  
Communication Design  
Front-end Development  
Product Strategy

## Tools

Sketch  
Figma  
Origami  
Git  
HTML/CSS/JS  
React  
Node & Firebase  
Airtable / Notion  
Adobe Creative Suite  
Principle  
Framer  
Invision  
SQL/R/Python  
CMS platforms

## Education

### University of South Florida

M.S. Certificate, Applied Biostatistics - (2015 - 2016)

### University of Central Florida

B.S. Biology, B.S. Health Informatics - (2008 - 2012)

## Certifications

### IBM

Enterprise Design Thinking (2020)

### IDEO

Foundations in Design Thinking (2019)