

Ryan Hwang

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Design. Products. Experiences.

A design professional with experience leading and growing teams designing elegant and curated products, services, brands, and experiences for two decades. My graphic design background has grown over the years into design direction, product strategy, and design team management across a wide range of industries.

Consumer & Enterprise Specialties

- People Management & Career Development
- Design Process Management
- Team Building & Recruitment
- Cross-functional Collaborations
- 0-1 Concepts & Prototypes
- Experience Design & Strategy
- Design Language Systems
- Product Design & Strategy
- Service Design & Growth Strategy
- Design Research
- 360 Marketing Design & Strategy

Agency Highlights

- Frog Design
- Razorfish
- Crispin Porter Bogusky
- Peter Arnell Group
- BBDO
- CBO Ads
- Chase Design
- Digital Planet
- Digitas
- Icon Media Lab
- McGarry Bowen/Dentsu
- Ogilvy,
- PV Design
- Ph.D. Design
- Pittard Sullivan Design
- Purpose Creative
- Sapient/Nitro,
- Schematic
- VSA Partners

Brand Highlights

- **Beauty:** Alight, Dermalogica, L'Oreal, Redken, Revlon, and Sebastian Int'l
- **Finance:** American Express, Citibank, JP Morgan Chase, UBS, and Visa
- **Large Enterprises:** Ford, GE, IBM, Intel, and Ryder
- **Lifestyle:** Artistic Tile, Crayola, Donna Karan, Equinox Fitness, LA Magazine, Marriott, Martha Stewart, Playboy, Rockport, Sony Style, and Victoria's Secret
- **Media:** ABC, Buzz Magazine, CBS, E! Online, FOX, LA Magazine, MTV, NBC, SONY, Universal, and WB
- **Non-Profit:** Conservation Int'l, Neil Diamond, and Rockefeller Philanthropy Advisors
- **Tech & Content:** AOL, Samsung, Terra Networks, UrbanDaddy, VEVO, and Yahoo!
- **Telecom:** AT&T, Motorola, Nokia, Verizon, and Virgin Mobile
- **Spirits:** Hennessy, Jose Cuervo, Kraft, Seagrams, and Unilever

Work Experience

YAHOO!, Principal Product Designer/Sr. Design Manager

Sept 2015 – June 2022

1. Ad Tech Platforms: Recruited by VP of Design to diagnose and revitalize their enterprise SaaS products, to help hire new teammates, ensure the design practice skills, and build out capacity, and to direct a team of designers and build out a design language system.

2. Video Platforms: During a merger with Verizon, enlisted by Yahoo! to be a part of a VDMS design team to overhaul video delivery and streaming SaaS platforms. Partnered closely with Product, Engineering, Data, Business, and Marketing to spearhead industry-leading product experiences. Headed up a product design system for implementing

scalable solutions to allow the teams to ship features quickly and reliably. Influenced product strategy and user experience through comprehensive designs to address company goals.

CRISPIN PORTER BOGUSKY, Freelance Sr. Art Director **2014 – 2015**

Responsible for designing a growth platform for Ryder to improve acquisition, retention, and monetization.

VSA PARTNERS, Creative Director-Manager **Apr 2012 – Oct 2014**

Led and grew a team of designers to integrate UX practice with IBM business and technology teams. Drove design processes and customer-centricity across the organization as a strategic tool to scale the company. Responsible for elevating the quality of design and advocating the value of design.

MCGARRY BOWEN / DENTSU, Freelance Creative Director-Manager **2009 – 2012**

Led and grew a team of designers to push the boundaries for our clients. Managed and refined the design process starting from research, strategy, wireframe, UX & UI design, prototyping, testing, and final execution. Responsible for integrating research, strategy, and innovation into the product work-streams, strengthening design craft & talent, connecting brand & product design, and creating a unified design system.

RAZORFISH, Freelance Creative Director-Manager **2006 – 2009**

Articulated a long-term vision through design management, strategy, and development. Led and grew a team of designers to create content-heavy sites that addressed business, product, engineering, and user requirements for Ford Motor Company and Terra Networks. Established multi-platform ecosystems with an understanding of complex marketplace dynamics. Advocated for solutions based on quantitative and qualitative data to reduce project risks and assembled the right people and skills to ensure project success.

FROG DESIGN, Freelance Sr. Art Director-Manager **2004 – 2006**

Led and grew a team of designers to conceive an online music platform for MTV Networks. Conceptualized design solutions, content, and functionality that effectively communicated the network personality while focusing on the user-centered design principles, complex business requirements, and technological constraints. Developed fresh approaches to challenging design problems and conveyed ideas in tangible forms.

Education

University Of California, Los Angeles (UCLA)
Design and Visual Communications, B.A.