Ryan S. Fowler

Product Designer | Internal Tools & Enterprise Applications

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SUMMARY

Product Designer with 6 years of experience designing internal tools and enterprise applications, most recently as the sole designer on each product team at WebstaurantStore. Specializes in turning complex operational workflows into accessible, efficient systems, grounded in user interviews, preference testing, and prototype feedback. Experienced partnering with engineers, PMs, and business stakeholders in agile environments.

EXPERIENCE

Product Designer - Internal Tools

WebstaurantStore | Remote | November 2021 - June 2026

- Sole designer on each product team, owning end-to-end creation and redesigns of 8 essential systems across 13 tools, including the full returns process, customer service chat, AI-assisted quality assurance, and inventory-based reordering.
- Consolidated 7 disconnected returns tools into one accountable system, saving warehouse employees an estimated 6-8 hours per week each and recovering an estimated $1M+ in value monthly.
- Designed an AI-assisted QA review tool that combined 5 tools into one, projected to increase review capacity 4-5x.
- Created an accessible, colorblind-safe color system for warehouse maps and dashboards, later adopted across additional internal products.
- Core design system team member maintaining Ant Design-based component libraries in Figma and Storybook, including documentation and versioning.
- Ran user interviews, preference tests, and prototype feedback sessions with warehouse, customer service, and operations staff to uncover workflow bottlenecks.

UX Designer (Contract)

Bloom Growth (Formerly Winter International LLC) | Remote | September 2021 - November 2021

- Improved customer retention by 40% by standardizing styles and streamlining user discovery and workflows.
- Led creation and implementation of a versatile, scalable design system for a unified tone across the software suite.
- Educated the design team and engineers on design best practices, leading to a 35% increase in WCAG compliance across their websites and software tools.

UX Designer

BloomTech (Formerly Lambda School) | Remote | January 2021 - September 2021

- Saved managers ~6 hours of weekly redundant tasks with a tailored email application and standardized workflow systems.
- Owned design solutions for 3 clients, designing or recreating a total of 5 new tools that defined optimized workflows and boosted business outcomes.
- Facilitated remote usability testing sessions with instructors and students to uncover pain points, collaborating with developers to prioritize enhancements that improved job search experiences.

SKILLS

Methods and Process - Systems Thinking, User Research, User Interviews, Preference Testing, Usability Testing, WCAG/Accessibility, Design Systems, Information Architecture, Workflow Optimization, Wireframing, Prototyping, User Flows, Journey Mapping, Personas, Heuristic Evaluation

Collaboration - Agile/Scrum, Stakeholder Management, Cross-functional Collaboration, Design Workshops, Mentorship

Tools - Figma, Figma Make, Storybook, Webflow, Azure DevOps, Claude, Codex, NotebookLM, Trello, Miro, HTML & CSS

EDUCATION

UX Design Certificate | BloomTech (Formerly Lambda School) | October 2019 - July 2020

Bachelor of Arts (Film and Digital Media Studies) | University of Nevada Las Vegas | January 2016 - December 2017