

# 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 at scale. Specializes in turning complex operational workflows into intuitive, efficient user experiences across logistics platforms, workflow systems, and design infrastructure. Experienced collaborating cross-functionally with engineers, PMs, and business stakeholders in agile environments.

### EXPERIENCE

#### Product Designer – Internal Tools

WebstaurantStore | Remote | November 2021 – June 2026

- Owned end-to-end creation and redesigns of 8 essential systems including the entire returns process, customer service chat, quality assurance systems utilizing AI, inventory-based reordering, and more.
- Collaborated with engineering and product teams in agile sprints to ship workflow improvements across 13 total tools, saving employees hours of redundant tasks and the company thousands of dollars each week.
- Core design system team member adapting and maintaining several Ant Design-based component libraries in Figma and Storybook, including documentation and versioning, for company-wide consistency.
- Conducted user research with employees and internal stakeholders to identify workflow bottlenecks, translating findings into actionable design improvements resulting in an estimated over \$1 million of monthly savings.

#### UX Designer

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 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 tailored email application and standardized workflow systems.
- Owned design solutions for 3 clients designing or recreating a total of 5 new tools directly responsible for defining optimized workflows and boosting 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, 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, Sketch, Adobe XD, Azure DevOps, Claude, Codex, Figma Make, Notebook LLM, Storybook, 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