

RYAN SPANSWICK

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Education

Quantic | Executive MBA
[Feb 2023](#)

Kent State | MS, User Experience Design
[Dec 2016](#)

Art Institute of CO | BA, Graphic Design
[Sep 2005](#)

Leadership Philosophy

Care Deeply

About your team | About people | About yourself | About your work

Servant Leadership

Support others | Practice what you preach | Cultivate future leaders | Be an advocate

Authentic & Clear

Be honest | Be vulnerable | Be transparent | Drive alignment | Create clarity

Empower & Guide

Be a coach | Make room for risk and innovation | Help others on their journey | Create psychological safety

Inspire & Challenge

Have a growth mindset | Never settle | Find your passion | Drive vision | Push outside of your comfort zone

Experience

SiriusXM + Pandora | Sr Director, UX - Pandora, Ads & Content
[Oct 2022 - Current](#)

As head of the Pandora, Global Advertising, Content and Creator Experiences, I lead a complex portfolio supported by a team of talented Product Designers and leaders.

I lead critical work streams across the organization including our recently launched low cost with ads offering, SiriusXM Play. I've built an environment of partnership and collaboration with executives and peers in Product, Engineering, Strategy, and more, to create roadmaps, define key results, provide strategic direction and drive execution.

I've fostered a strong design team focused on delivering intuitive and user-centered experiences in our platforms and products including advertising technology (across supply, demand and marketplace), programming tooling that serves as the engine under the hood of the listener experience, creator experiences allowing artists to engage with their content and audiences, catalog and metadata tools that act as a bridge between flagship products, and partnership experiences with top-tier brands.

Along with my core portfolio leadership, I lead/play a pivotal role in multiple business-critical initiatives. As the Lead of the Accessibility Program, I've worked diligently to shift the business from a reactive to proactive state to provide audio and advertising experiences to all our customers, as well as intuitive tooling experiences for our internal users and partners. I also provide strategic leadership and execution on our generative AI initiatives, exploring how best to integrate and scale future-facing technologies like ChatGPT and Adobe Firefly.

Ascension Health | Sr Director, UX
[Mar 2021 - Oct 2022](#)

With a team of talented Product Designers and Managers, I provided strategic leadership of two major portfolios, including the national website and core platforms that supported all digital products. I led a cross-functional task force to evaluate and redefine how we ensured quality experiences in our digital products from detailed processes at the story level to high-level philosophies at the portfolio level. Working closely with my peer leaders, we created scalable operations for the future of the design organization to improve designer onboarding, career pathing, team structure, intake process, and much more.

Organizations

Cascade Writers | Board Vice President
[July 2024 - Current](#)

InVision Design Leadership Forum |
Member
[Oct 2018 – Current](#)

AIGA ATX | Board Member /
Chair of Leadership Development
[May 2019 – Jun 2020](#)

Experience (cont.)

IBM, Digital Business Automation | Design Manager
[Mar 2020 - Mar 2021](#)

I helped lead the Digital Business Automation product team that enabled enterprise businesses to scale and overcome immense challenges in an ever-changing technical landscape. With features like agentic automation, our tools acted as a force-multiplier turning complex workflows into simple, repeatable experiences. My team of designers were distributed across 5 countries and 6 time zones, including interns new to the field and leads with over 20 years of experience.

Praxent | Director, Product Design
[Aug 2018 – Feb 2020](#)

Blackboard | Sr Manager, UX Design
[Feb 2017 - Aug 2018](#)

Starbucks | Sr UX/UI Designer
[Jun 2013 - Feb 2017](#)

eBags, Inc | Front End Developer / Web Designer
[Dec 2011 - May 2013](#)

MoneyGram | Web / Interactive Designer
[Mar 2010 - May 2011](#)

The Shaw Group | Web / Interactive Designer
[May 2006 - Jun 2009](#)

Fusion Media Interactive | Graphic / Web Designer
[Apr 2005 - Mar 2006](#)

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