Joel Ryerson

Product Designer | UX Designer | Front-End Developer

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Professional Summary

Product/UX Designer with 5+ years transforming user needs into business value through strategic design and front-end development. Bridge design and engineering teams to deliver accessible, AI-powered solutions that balance user experience with organizational goals.

Core Skills

AI & Machine Learning: AI product design, human-AI interaction design, AI visual search platforms, machine learning user experience, AI-powered design tools (Perplexity, OpenAI, Anthropic, Gemini), AI design workflows, conversational AI interfaces

Front-end Dev: HTML, CSS, JavaScript, React Native, Typescript, QA

User Experience Design: Design thinking, end-to-end design, responsive design, stakeholder management, user research, wireframes, rapid prototyping, usability testing, interaction design, user interface design, information architecture

Design Systems: Development & maintenance of scalable component libraries, design tokens, style guides

Tools: Figma, Webflow, Sketch, Principle, Zeplin, Abstract, Framer, ProtoPie, Notion

Technical Liaison: Collaboration between design and engineering teams

Research & Analysis: Empathy mapping, user research, A/B testing

Soft Skills: Cross-functional collaboration, creative problem-solving, agile and waterfall methodologies

Professional Experience

Senior Product Designer

AI Vision Technologies | Remote | March 2025 - Currently Employed

Highlights

- Leading the design and front-end development of Finderly's next-gen mobile app using React Native, blending design vision with robust cross-platform execution for iOS, Android, and Web.
- Responsible for architecting and coding the updated UI, implementing user flows, advanced interactions, and custom chat interfaces that leverage AI and native device capabilities.
- Conducting rigorous end-to-end QA by iteratively testing, debugging, and refining all front-end components, ensuring a polished, reliable user experience at launch.

- Collaborating closely with the CEO to define product strategy, UX priorities, and technical direction, balancing creative innovation with feasibility and performance.
- Proactively researching the latest in mobile UX best practices, accessibility, and LLM-powered features to position Finderly at the forefront of home repair assistance.

User Experience Designer & Front-End Developer

Corporate Couture | Danville, California | February 2024 - July 2025

Highlights

- Lead comprehensive website redesign, employing user-centered design principles, information architecture, and UX methodologies including user research, persona development, and usability testing
- Develop and maintain standardized design system library in Figma, creating reusable components with variants to ensure consistency

Senior Product Designer

StartupOS Inc | Remote | February 2022 - March 2023

Highlights

- Spearheaded design of key product features, enhancing user experience and interface design
- Drove collaborative efforts with engineering and product management teams to ensure design cohesion and project alignment with strategic objectives
- Contributed to establishment of design best practices, leaving sustainable impact on team's approach to user-centric design

User Experience Designer

Robert Half International | San Ramon, California | December 2020 - February 2022

Enterprise Business Development Rep

Salesforce, Quip | San Francisco, California | June 2018 - September 2020

Education

UX/UI Certificate

University of California Berkeley Extension | San Francisco, CA | 2020

Bachelor of Arts, Communication Studies

San Diego State University | San Diego, CA | 2011

Professional Endorsements

"Joel is an amazing, empathetic, human first & foremost, & a highly formidable emerging Product Designer!"

— Jason Ogle, Lead UX Design Engineer & host of User Defenders: Podcast