



**RYAN MASSAD**  
**PRINCIPAL PRODUCT**  
**DESIGNER**  
**PORTLAND, OR**

### Summary

Portland-based Principal Product Designer and design partner with 15+ years of experience shaping products, UX, and design systems for early-stage and growth companies. I work closely with teams to define product direction, design scalable systems, and bring clarity to complex tools and workflows.

### Capabilities

#### Product & UX Design

Product strategy, UX/UI design, interaction design, information architecture, prototyping

#### Systems & Scale

Design systems, scalable workflows, cross-platform consistency

#### Research & Validation

User research, usability testing, journey mapping, concept validation

#### Leadership & Collaboration

Design direction, team building, mentorship and cross-functional collaboration

### Workflow

Figma for systems and production-ready interface design

AI-assisted tools for rapid prototyping, interaction exploration, and early-stage product development

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### EXPERIENCE

#### Massad Design | Principal & Product Designer

2017 – Present · Portland, OR

Operate an independent design practice partnering with startups and global brands, including Nike, Intel, Facebook, GoDaddy, Tatari, and Evolutionary Scale. Lead product strategy, UX, and design systems work across early-stage and growth companies, helping teams define direction, build scalable platforms, and ship high-quality products.

### SELECTED ENGAGEMENTS

#### Evolutionary Scale | Lead Product Designer & Design Strategist (Consulting)

2024 – 2025 · Remote

Led product design and strategy for an AI-first biology platform. Owned the design of the “Forge” developer ecosystem (docs, APIs, models, usage flows) and a flagship LLM product enabling scientists to generate and explore novel proteins. Shaped core product architecture and interaction models for a highly technical, research-driven audience.

#### Para (GigSafe) | Embedded Design Lead (Consulting)

2021 – 2024 · Remote

Led product design across iOS, Android, and web for a platform supporting gig economy drivers. Owned UX, interaction design, and system evolution across surfaces, helping scale the product and improve usability through research and iteration. Refined and extended the brand and design system to support a growing, multi-platform experience.

#### Tatari | Design Director

2016 – 2021 · Remote

Directed product design across Measurement, Reporting, and Client Experience. Led the design of media buying and reporting tools used by major advertisers. Established a cross-product design system and scaled the design function during rapid company growth. Partnered closely with leadership on product strategy, roadmap, and org development.

### PRIOR EXPERIENCE

#### Intel New Devices Group | Design Lead

2015 – 2017 · Portland, OR

Led UX and design direction for wearable companion apps and performance tracking experiences. Collaborated with partners including Oakley, Majestic, and New Balance to bring connected products to market.

#### Smith.co | Visual & Interactive Designer

2014 – 2015 · Portland, OR

Designed and delivered interactive web experiences for clients including Xerox, AT&T, and ADP in close collaboration with product and engineering teams.

#### Vizify | Visual Designer

2012 – 2013 · Portland, OR

Designed product experiences for social bio platforms at scale, contributing to product evolution prior to acquisition by Yahoo.

#### Big-Giant | Graphic Designer

2011 – 2012 · Portland, OR

Created brand and retail experiences for Nike, including work supporting the FuelBand launch, Olympic Trials, and HQ initiatives.

### EDUCATION

**The Art Institute of Portland | BFA, Graphic Design**