



RYAN MASSAD
PRINCIPAL PRODUCT DESIGNER
PORTLAND, OR

Summary

Portland-based principal product designer and design partner with 15+ years of experience leading product, UX, and design systems for startups and growth-stage companies. I embed with teams to shape product strategy, build platforms and tools, and turn complex technical problems into clear, usable experiences across web and mobile.

Skills & Tools

Product & Design

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

Research & UX

User research, usability testing, journey mapping, concept validation, workshop facilitation

Leadership & Collaboration

Team building and scaling, mentorship, strategic roadmapping, cross-functional collaboration

Tools

Figma, Adobe Creative Suite, Cursor, Windsurf, Keynote

ryanmassad.com

love@ryanmassad.com

503 720 1098

EXPERIENCE

Massad Design | Principal & Product Designer

2017 – Present · Portland, OR

Operate an independent design practice focused on UX, product design, and strategy.

Partner with startups and global brands including Nike, Intel, Facebook, GoDaddy, Tatar, and Evolutionary Scale. Lead product strategy, design systems, and team enablement for early-stage and growth-stage companies.

SELECTED ENGAGEMENTS

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

2024 – 2025 · Remote

Drove product design and strategy for an AI-first biology platform. Designed and owned the “Forge” developer ecosystem (docs, API keys, models, usage, app samples). Designed a flagship LLM experience enabling biologists to create, explore, and research novel proteins.

Para (GigSafe) | Embedded Design Lead (Consulting)

2021 – 2024 · Remote

Led a nimble design team building tools to empower gig economy drivers. Owned iOS, Android and web experiences. Refined and scaled the brand identity and design system across platforms. Drove improvements through qualitative research and usability testing.

Tatar | Design Director

2016 – 2021 · Remote

Directed product design across Measurement, Reporting, and Client Experience. Created industry-leading media buying and reporting tools. Established a cross-product design system. Grew the design org during hypergrowth and partnered with leadership on roadmap and strategy.

PRIOR EXPERIENCE

Intel New Devices Group | Design Lead

2015 – 2017 · Portland, OR

Led UX and art direction for wearable companion apps and performance-tracking experiences with Oakley, Majestic, and New Balance.

Smith.co | Visual & Interactive Designer

2014 – 2015 · Portland, OR

Delivered interactive web experiences for Xerox, AT&T, and ADP in close partnership with product and engineering teams.

Vizify | Visual Designer

2012 – 2013 · Portland, OR

Designed UX/UI for social bios at scale and evolved the product experience prior to acquisition by Yahoo.

Big-Giant | Graphic Designer

2011 – 2012 · Portland, OR

Created brand, retail, and environmental experiences for Nike, including FuelBand launch, Olympic Trials and HQs.

EDUCATION

The Art Institute of Portland | BFA, Graphic Design