

Ryan Phillips

Senior UX Designer

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EXPERIENCE

Senior UX Designer

Walmart Global Tech 01/2022 - 02/2024 Bentonville, Arkansas

Role Description:

- In this role I was responsible for helping design experiences in the Benefits, Offer Creation and Preboarding/Onboarding space for 2.1 million Walmart U.S. and Walmart International associates.
- My initial work involved the redesign and enhancement of Walmart's Benefits application called 'Online Enrollment' which allowed associates to opt-in and select their annual benefit options, streamlining the experience and removing user friction and inefficiencies in flows.
- I then went on to create a job offer application called 'Offer Development Tool' which allows Recruiters to build offers for Walmart executives in an easy-to-understand and efficient way.
- I helped lead a team of designers to do collaborative work on designing both internal and external-facing app for Walmart's preboarding and onboarding experience.
- This work involved extensive UX research which involved user interviews, design thinking workshops and usability studies through a new rapid feedback method we helped pioneer called 'Guerrilla Testing'.

UX Designer

Walmart Global Tech 07/2019 - 01/2022 Bentonville, Arkansas

Role Description:

- In this role I was responsible for helping design experiences in the E-Learning space for 1.6 million Walmart associates.
- I was initially involved with the creation of a companion experience to our Walmart careers website called 'Career Preference' where candidates could have visibility to various job families at Walmart and select their preference for which roles they were most interested in.
- Later on I went on to help design and create two learning experiences for Walmart US store associates called, 'Walmart Academy' & 'ULearn'.
- The Walmart Academy app facilitated the growth of associates in their roles by giving them access to on-demand micro learning opportunities, while the ULearn app gave associates access to complete assigned compliance & training modules related to their roles.
- During this timeframe I had the privilege of being a part of a dream team of fellow technologist across multiple organizations such as Workday, LinkedIn, IBM, Western Governors University (WGU). We worked in conjunction with White House and the 7th American Workforce Policy Advisory Board to address the current skill gaps of the American workforce.
- Walmart along with other industry leading companies worked in a unified effort to establish an LER (Learning Employment Record) that would allow an individual's skills to be recognized and quickly matched to employers needs to reduce hiring friction.
- My specific involvement was related to creating a concept that showcased the end-to-end flow of a Walmart associate earning a skills badge in the Walmart Academy app. We demonstrated how an associate could export and store their badge within a digital wallet in Workday's 'Way To' app, then share their new badge with their network on their LinkedIn profile.

Associate UX Designer

Walmart Global Tech 08/2018 - 07/2019 Bentonville, Arkansas

Role Description:

- In this role I was responsible for helping design the experience of various Walmart associate applications.
- I began with the creation of a personalized learning site with Walmart's intranet called 'My Learning'.
- I also designed a learning retention application called 'Challenge Me' that was released to Walmart Supply Chain and Sam's Club associates.
- I was involved in the UX design and UX research as well, traveling and conducting usability tests and interviews with associates.

SUMMARY

I am a servant-leader at heart with a passion for interaction design and building innovative human-centered products and experiences that help companies improve the efficiency and operation of their business.

My award-winning UX work and processes have served as the foundational framework for UX leaders and their teams, setting the standard for user-centric design practices. They have become the go-to reference for driving successful user experiences across their organization.

I have high proficiencies in leadership, design thinking, problem solving, critical thinking, visual design, UX research and more.

CERTIFICATIONS

eCornell - Design Thinking

Cornell University

UX Certification

Nielsen Norman Group

Introduction to Augmented Reality and ARCore

Google

SKILLS

Visual Design	Design Thinking	
Usability Testing	Collaborative Design	
Design Systems	Rapid Prototyping	
Stakeholder Management	Team Management	
Design Ops	Leadership	Behavioral Design
Design Articulation	Communication	
Process Improvement	Thought Leader	
Experience Mapping	Journey Mapping	
User Experience Design (UXD)		
User Interface Design (UID)		UX Research
Human Computer Interaction (HCI)		
Systems Thinking	Strategic Mindset	
Roadmapping	Interaction Design	
Mobile Design	UX Laws & Heuristics	
Gestalt Principles	Ethnographic Research	
Participatory Research	HTML/CSS	
Graphic Design	Branding	Marketing
Design Mentorship	Workshop Facilitation	

EXPERIENCE

Product Designer & Front-End Engineer

Hot Coffey Design 11/2015 - 08/2018 Bixby, Oklahoma

Role Description:

- As a product designer and front-end developer, I prototyped and designed applications for mobile, tablet and desktop interfaces.
- I worked directly in coordination with a team of engineers to bring projects from concept to completion.
- I utilized a systematic UI/UX Design process that ensures a high-level of success for each project delivered.
- Researching and analyzing competitive landscape within our market.
- Generating wireframes, interactive prototypes and hi-fidelity visual UI design mockups.
- Participating in client usability studies and testing.
- Conducting stakeholder reviews and presentations.
- Worked hands-on with development team daily, assisting with HTML/CSS to ensure accurate design implementation within our in-house frameworks (JavaScript/React/Maria DB/PHP).

User Experience Consultant

Powerpixel 09/2011 - 11/2015 Tulsa, Oklahoma

Role Description:

- As the founder and owner of Powerpixel, I provided UX consultancy work for organizations of various types and sizes around the globe.
- My work involved every facet you would expect with a consultant/client relationship.
- The main core of my day-to-day included holding discovery meetings to discussing and identifying project scopes, compiling project briefs, designing wireframes & mockups, prototyping, front-end development in addition to providing maintenance & technical support for clients.

Missions Director & President

New Life Missions International 06/2004 - 09/2011

Ciudad Victoria, Tamaulipas, Mexico

Role Description:

- As the president and founder of our missions organization New Life Missions International, I was responsible for the strategy, planning, fundraising and logistical coordination of all humanitarian and outreach-based activities that were conducted.
- I supported the training and management of multiple teams to assist in our numerous outreach activities.
- My work was often located in rural, high-risk environments among indigenous people where we found the greatest human needs.
- A few times throughout the year I would travel to the United States to bring awareness to our organization's work and raise financial support through partnerships with individuals and churches.

EDUCATION

Associate in Arts (Not obtained)

Tarrant County College

09/1996 - 05/1998

Design Thinking Certification

Cornell University

09/2020 - 02/2021

PERSONALITY & STRENGTHS

😊 **Myers-Briggs:** ISFJ-A / ISFJ-T

ISFJs are true altruists, meeting kindness with kindness-in-excess and engaging with the work and people they believe in with enthusiasm and generosity. [View more](#)

💎 **Clifton Strengths**

Strategic, Incliner, Activator, Communication and Woo. [View more](#)

REFERENCES

Brook Ettestad

(251) 472-5559

Adam Martin

(913) 488-0153

Ana Belen Conrado

(713) 679-3960

Evan Godwin

(832) 248-9885

Shann Bossaller

(573) 864-8447

Vinod Punyani

(312) 618-6220

LANGUAGES

Spanish

Advanced



ONLINE PORTFOLIOS

🌐 <https://www.ryanphillips.design>

Portfolio Password: Given upon request at my website

🎨 <https://dribbble.com/ryanphillips>

Be <https://www.behance.net/phillipsry>

AWARDS

🏆 **2021 Brandon Hall Group HCM Excellence Award**

Best Use of Mobile Learning (Gold) – Walmart Academy App. Awarded Based on the criteria: Fit the need, design of the program, functionality, innovation, and overall measurable benefits.

🏆 **2020 WGT Expedition Warrior Award**

Someone who goes on their journey or voyage with a particular purpose. They have promptness or speed in doing something. This warrior is delivering value by creating plans and delivering products on time.

🏆 **2020 WGT Crusader Award - Overall Winner**

This warrior plans well, delivering on time, and continues to grow their knowledge. A crusader is always advocating for change. The crusade warrior is determined to achieve something they strongly believe in and lights the way for the entire team.

🏆 **2021 WGT Make a Difference Award - Excellence**

For significant contribution to the success of Walmart in Q3 of FY22.

🏆 **People Developer Badge**

Awarded to associates who exemplify a strong willingness to serve other associates by investing in their development and growth at Walmart.