

ryan hannebaum

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VML 2021 — NOW

director of experience design — still going

Head of the XD team for United Rentals, one of the largest clients for the world's largest creative agency. Responsible for design direction across all digital platforms for mobile and web. Leading a team of experience designers.

assoc. director experience design — 3 years

Designed the UX and UI for the award-winning United Rentals mobile app. (That's right, it won a Cannes Lion.) Established a high bar of quality and consistency across United Rentals' digital portfolio.

PARPOINTS GOLF 2019 — NOW

co-founder & head of design — still going

A mobile app which utilizes GPS data to power a revolutionary new way to play golf. Crafted the brand, designed the app, built the website (in Webflow), created email and marketing materials, and designed an extensive branded apparel line for good measure (hey, golfers love gear).

▲ CURRENT

▼ PAST

MAKE DIGITAL GROUP 2016 — 2021

creative director — 4 years

Managed a team of digital designers and web developers as a member of the executive leadership team. Responsibilities included web design — branding, motion graphics, creative direction for digital marketing, and representing the agency for all new business pitches.

digital designer — 1 year

UI/UX design, brands, motion graphics, interactive design, copywriting...

SPRINT 2007 — 2015

digital designer — 4 years

Designed UIs and motion graphics for mobile apps and conceptual initiatives.

front-end developer — 4 years

FREELANCE ∞

digital designer — always

Designed websites, branding, animated videos, and motion graphics for clients including H&R Block, Hill's Science Diet, Hint (T2, DEG), and more.

SKILLS I HAVE

UI design

UX flow

design direction

AI code generation

app design

web design

interaction design

design leadership

motion graphics

animation

client communication

brand design

TOOLS I USE

figma

figma make (AI)

claude code (AI)

cursor (AI)

after effects

cinema 4D

illustrator

photoshop

figjam

miro

spline 3D

I'M IN KANSAS CITY



EDUCATION

BS in Computer Science
Kansas State — 2007