

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 VML's largest clients. Leading a team of 5-10 product designers across complex, customer-facing digital platforms for desktop and mobile, though I still get my hands dirty in Figma and AI tools like Claude Code to lead by example. Currently the handpicked XD member for a new AI-DLC process shaping how VML effectively and consistently leverages AI globally.

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
Spline 3D
Miro
probably others

I'M IN KANSAS CITY



EDUCATION

BS in Computer Science
Kansas State — 2007