Ryan Lynch
Product Designer
Creative Director

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Profile

Creative Director and Senior Product Designer with 12+ years of experience leading digital and physical design. Skilled in UX, brand building, and scaling design systems. Strong track record in sustainability, EV, and tech sectors—bridging user needs with business goals.

Experience

Sr. Product Designer
Divisions MG
2024-current

Lead UX and product design for facility management tools. I simplify complex workflows into intuitive UIs and collaborate closely with product and engineering to ship features aligned with company goals.

Creative Director
Cruz Foam
2018-2024

Directed brand and product design at a sustainable packaging startup. Built the in-house team, led creative strategy, and launched award-winning design work that supported $35M in fundraising and team growth.

Sr. Designer
Tesla
2012-2018

Senior Designer with a focus on functional, future facing product design. Helped drive high-impact visual systems and product solutions that aligned with fast paced innovation at scale.

Founder / Owner
Timber
2017-current

Founded a sustainable surf brand and led all design efforts—from product and branding to e-commerce and marketing. Built a purpose-driven DTC brand with global media coverage and a loyal following.

Sr. Designer (contract)
Orange Charger
2018

Redesigned branding and built a standout trade show booth. Delivered cohesive visual systems and elevated the company's partner and investor presence.

Design Advisor
FINDS.ai
2024-current

Helped shape early product direction through investor decks and interactive Figma prototypes. Supported UX and branding to strengthen fundraising and user traction.

Awards

Time Magazine   Invention of the year - Cruz Foam: 2023
Fast Company   Most innovative companies of the year - Cruz Foam: 2024
Penta Awards   Shortlist and bronze medal winner - Cruz Foam: 2023

Education

University of Oregon
BS, product design & material studies
2006-2012

Skills

Tools	Product / Strategy	Creative	Other
Figma	Design leadership	Art direction	3D rendering
Webflow	Agile product dev	Brand identity	Color theory
Adobe CC	Design thinking	Design systems	Visual systems
HTML (basic)	User research	UI/UX design	Team mentorship
Keyshot	Creative direction	Motion graphics	Presentation design
Atlassian	Full product vision	Design strategy	