

Ryan Graves

Product Designer & Front-End Engineer | contact@ryangrav.es | 309-363-9876

Core Skills

- UI & UX Strategy and Design
- Design Systems Planning & Workflow Management
- Web & iOS Front-End Development Support
- Agentic AI Tooling & Workflow Management
- Cross-Functional Project Planning & Coordination

Experience at a Glance

- 11+ years at a fintech startup contributing to design, engineering, quality assurance, and product development
- 2.5 years as brand director at a global nonprofit organization
- 3 years design & front-end dev at a channel marketing agency for finance, construction, and healthcare clients

Detailed Experience

GreenFi.com (previously Aspiration.com) | September 2014–June 2026 | Marina Del Rey, CA & Remote

Lead Product Designer | Jan 2024–June 2026

Design Systems Lead | Dec 2020–Jan 2024

Product Designer | Jul 2015–Nov 2020

Web Designer | Jan 2015–June 2015

QA | contract role, Sept 2014–Dec 2014

- Product Design Efforts
 - Led UX strategy and design for countless projects, including account creation and onboarding flows, core account experiences across banking, investing, credit, and cryptocurrency accounts, money movement flows, transaction search and filtering tools, climate impact visualization and tracking, cash back rewards program and partner marketplace, internal admin tools, and more
 - Led complete app and web application visual overhaul during a company rebrand, ensuring consistency across all touch points (native and web apps, web marketing and social deliverables, printed materials) in collaboration with an external agency
 - Spearheaded IA and design work for native iOS and Android apps, overseeing an offshore development team and coordinating collaboration and development timelines
 - Helped coordinate user experience aspects of various corporate migrations, vendor integrations, and fraud mitigation projects
- Design Systems Efforts
 - Built a comprehensive design token delivery pipeline using Style Dictionary, successfully integrated across iOS, Android, and multiple web codebases alongside a Figma variables library
 - Led cross-platform design systems efforts to remap and consolidate legacy UI patterns while streamlining engineering effort and increasing alignment between Figma and code resources
 - Built and maintained design systems resources (Figma libraries, code components) for efficient design exploration and experimentation
 - Advocated for initial integration and ongoing use of Contentful for cross-platform alignment and management of copy/image resources
- General
 - Advocated for usability and user experience in cross-functional planning sessions
 - Partnered with product managers and engineers to define scope, timelines, and technical solutions
 - Leveraged agentic AI tooling to drive front-end development workflow improvements
 - Assisted with project scoping and phasing efforts to ensure key features could be delivered on tight timelines with a small team, while ensuring a polished and reliable end-user experience

Youth For Christ USA | July 2012–December 2014 | Denver, CO

Director of Creative Services

- Oversaw an org-wide rebrand project across 400 unique local chapters and over a dozen distinct national office departments and programs in coordination with an external branding agency
- Designed and helped build internal CRM for staff and volunteers
- Led efforts building an internal production team to tell compelling stories and deliver volunteer training materials through video

Mcomm Group | June 2009–July 2012 | Peoria, IL

Web Designer

- Provided web design and front-end development services for clients in finance, construction, and healthcare industries
- Created supplemental marketing assets including radio ads, email campaigns, and trade show materials

Education

Illinois Central College | Associates, Multimedia Production | January 2010 | East Peoria, IL

My studies covered a wide variety of subjects, including graphic design, photography, audio production, video production, motion design, and web development. Originally intending to focus on audio and video production, I discovered a love for web design and development and ended up actively pursuing career opportunities there instead.