RYAN WOLTER

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WORK EXPERIENCE

ZipRecruiter

Senior Director of Product Design (09/2024 - 10/2026)

- Led the Product Design organization, setting design vision and strategy across ZipRecruiter's products
- Drove adoption of AI-assisted design workflows, using tools including Claude Design, Lovable and Figma Make to accelerate prototyping and concept exploration
- Responsible for weekly senior leadership updates
- Managed and developed a team of product designers, fostering craft, collaboration and career growth

Ford Motor Company

Director of XD Strategy, Ownership (09/2022 - 08/2024)

- Led multiple projects with cross-functional team members including User Insights and Creative Tech
- Identified new opportunity areas and established dedicated teams to explore and shape concepts
- Delivered weekly updates to senior leadership, ensuring alignment across stakeholders
- Translated discovery research into strategic frameworks guiding multiple workstreams
- Owned detailed customer journey maps and service blueprints

Outdoorsy

Principal Product Designer (01/2022 - 09/2022)

- Managed a small team of product designers
- Owned Outdoorsy's design system, defining the design tokens that drove consistency and efficiency
- Redesigned team meetings and rituals to improve productivity and collaboration
- Partnered with an external agency to redefine the product's UI

Carvana

Director, User Experience (05/2018 - 01/2022)

- Responsible for defining world-class user experiences while maintaining consistency across Carvana's range of consumer and internal facing experiences
- Focused on growth and product initiatives including checkout flows, SEM/SEO and email campaigns
- Managed a team of UX designers, UX researchers and UX writers
- UX leader through hyper-growth and expansion

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WORK EXPERIENCE (cont)

Carvana

Lead Experience Designer (01/2017 - 05/2018)

- Established workflows for interweaving user input and feedback
- Responsible for building a UX-focused team within an established environment
- Established and executed a variety of UX analyses including heuristic evaluation, analytics dashboards & user testing

Saatchi & Saatchi LA

Lead Experience Designer (05/2015 - 01/2017)

- UX lead on Toyota.com and Toyota Owners
- Responsible for presenting UX recommendations
- Collaboration with copywriters, producers, creative directors, strategists and designers
- Advisor on the creation and execution of user test plans

Senior Experience Designer (11/2013 - 05/2015)

- Executed competitive landscape audits for a variety of Toyota initiatives
- Developed user flows, wireframes and conducted research
- Documented site behavior (annotations) for development
- Generator of high-fidelity prototypes

EDUCATION

BS in Applied Art and Design from California Polytechnic State University, San Luis Obispo

SKILLS

Design Leadership Team structure + development; stakeholder + executive relations; presentations

Strategy User research; customer journey mapping; design thinking workshop facilitation

Craft + Systems User flows; red routes; prototyping; design systems

AI in Design AI-assisted design workflows; prototyping with Claude Design, Lovable, Figma Make