

Ryan Nance

Lead Product Designer

rtsnance@gmail.com | 941-387-4505 | Los Angeles, United States | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Product design leader with over 20 years of experience driving end-to-end design for scaled consumer products, marketplaces, and SaaS platforms. Proven track record of taking products from early MVPs to mature offerings, including developing mobile-first experiences and launching pay-later consumer features. Focuses on balancing user needs, business constraints, and complex workflows while leading cross-functional teams and mentoring designers through craft.

WORK EXPERIENCE

Principal Product Designer

January 2024 – Present

SigmaSight

Led end-to-end design for a complex analytics platform, driving product direction in partnership with the executive team. Established the information architecture, UX, and initial design system, scaling the product from early MVP through iterative releases based on user research.

Director of Product Design

April 2023 – April 2024

Grailed

Set product vision and strategic direction with the leadership team. Owned P&L for a team of 5 designers. Set interaction, engagement, and design strategies and led the team through execution.

- +1.25% Conversion Rate
- -3.13% Abandoned Carts

Head of Product Design

June 2021 – March 2023

The Black Tux — Los Angeles Metropolitan Area, United States

Set product vision with the leadership team. Owned P&L of a team of 3 designers. Established the company's user research practice.

- +4.7% Avg. Order Size
- +3.2% Avg. Order Value

Product Design Manager

April 2020 – June 2021

EDO, Inc. — Los Angeles Metropolitan Area, United States

Set product vision with the leadership team. Owned P&L of design and hired a Senior Product Designer. Led the redesign of the flagship SaaS AdTech analytics application.

- +14.7% User Activation
- +2.1% D7 Retention

Product Designer

January 2019 – April 2020

EDO, Inc. — Greater Los Angeles Area, United States

Established the design practice as the company's first designer. Built and developed the design system. Designed the initial product offering.

Senior Product Designer

October 2016 – January 2019

Atom Tickets — Greater Los Angeles Area, United States

Led the mobile-first design strategy and complete redesign of the iOS and Android consumer applications. Balanced business metrics with user needs to launch high-impact features that grew long-term retention and engagement outside of core purchase flows.

- +18.25% Checkouts
- +3.13% Orders
- +3.73% Accounts Created

Head of Product Design

March 2016 – September 2016

Flipagram — Greater Los Angeles Area, United States

Owned P&L of a team of 6 product designers, including 2 new hires.

- Launched the In-App Video Builder, which contributed to the company's acquisition by ByteDance.

Director of User Experience

February 2015 – March 2016

Tradesy — Santa Monica, United States

Managed an interdisciplinary team of 10 while leading end-to-end design for major consumer marketplace features. Partnered with product and engineering to launch a consumer Pay-Later financing feature, scaling it for a large audience and driving long-term retention.

- +3.9% Avg. Order Value
- +4.6% Repeat Conv. Rate

Director of User Experience

September 2014 – February 2015

Twenty20 Inc. — Marina Del Rey, United States

Led design for a marketplace connecting photographers directly with media outlets, advertisers, and agencies.

User Experience Lead – Contractor

October 2013 – December 2013

PHENOMENON

Led vision and designed a customer loyalty app for a hospitality client.

EARLIER EXPERIENCE

User Experience Designer, Berman Braun (2011–2013) — launched AOL's weather social app, Skye Weather + Photos. · User Experience Designer, Bernard Hodes Group (2010–2011). · Director of Digital Design, Miles Media (2007–2010) — led a company-wide realignment of the interactive production process and embedded user research into the creative workflow.

SKILLS

Design & Strategy: User Experience (UX), Design Strategy, Prototyping, Mobile-First Design, End-to-End Design, Systems-Level Thinking, Cross-Functional Leadership, Information Architecture, Mentorship

Tools: Figma, Origami Studio, Sketch, Adobe Creative Suite, Claude (AI-assisted design workflows)

Frameworks: Jobs to Be Done, Agile

Languages: Mandarin Chinese, Spanish, Japanese

EDUCATION

MFA, Writing — Columbia University, 2001

BA, English: Creative Writing — University of Redlands, 1996