

Ryan Craun

Product Designer | Systems, Consumer & Mobile

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SUMMARY

Product designer with 7+ years across freelance and in-house work, shipping consumer and B2B products on mobile and web. I pair strong UI craft with data-driven design and hands-on AI tooling, having designed AI-assisted product features and built a working multi-agent design system. Comfortable owning work end to end in fast-paced startup environments, from research and prototyping through developer handoff, and collaborating closely with product and engineering to launch features that move real metrics.

EXPERIENCE

Product Designer — FEVO Nov 2025 – Present

Group-commerce platform for live events & ticketing • Remote

- Lead product design for consumer-facing growth surfaces, owning UX end to end from research through high-fidelity design and developer handoff across cross-functional product and engineering teams.
- Designed a social sharing and referral program built around a first-of-its-kind influence-attribution leaderboard that pinpoints who drove each new user, enabling targeted incentives that increased referred sign-ups 24% and lifted social-sharing revenue 30%.
- Led design of “Gibson,” an AI offer-building agent (in pilot, 2026 launch) that collapses a multi-step workflow into a single guided prompt and is projected to cut offer-creation time by up to 80%; 100% of pilot clients committed to adopting it as their primary offer-building workflow, and it unlocks mobile offer creation the platform previously lacked.
- Drove design of the platform's first consumer-facing collection marketplace, a new purchase surface and revenue stream that lets any consumer buy offers directly from a curated collection landing page.
- Partner with product and engineering leads to run design critiques and turn live offer and event data into shipped features on a fast-moving roadmap.

Freelance UX/UI Designer & Front-End Developer 2018 – Present

Consumer e-commerce, landing pages & brand • Columbus, OH

- Design and build high-converting e-commerce and landing-page experiences, including a premium nootropic brand page reaching a 40% conversion rate and a 25% reduction in bounce.
- Ship production front-end for client work, not just handoff files — taking projects from design through responsive build and launch.
- Launch visual identities and style guides that raise engagement and average session duration for client sites.
- Run A/B tests on CTA placement and section order to optimize conversion and shorten time to purchase.

UX/UI Designer (Contract) — PickTheOdds Dec 2023 – Jul 2024

B2B SaaS sports analytics platform • Columbus, OH

- Led UX and visual design that helped scale the user base from 50 to 500+ through clearer onboarding and higher-converting core flows.
- Ran usability testing with 20+ users and translated findings into fixes that measurably improved engagement and retention.
- Standardized the product UI with a 200+ component Figma library, cutting design debt ~40% and speeding feature delivery.
- Redesigned key flows and validated changes with A/B testing, lifting conversions ~25%.

UX/UI Designer — Resilience Inc. Jul 2023 – Dec 2023

Native mobile app • Tampa, FL (Remote)

- Designed interactive prototypes and wireframes for 10+ native mobile app features using user-centered design, contributing to a 15% lift in engagement.
- Partnered with a team of four developers to ship mobile features at a 95% on-time delivery rate as the internal interaction-design point of contact.

SELECTED PROJECTS

- **Multi-Agent AI Design System** — Built a five-role autonomous design pipeline (facilitator, strategist, researcher, builder, critic) that conducts UX research, generates Figma designs, and critiques output against a design system; packaged as a Figma plugin with a pipeline visualizer and auto-retry fix loop.
- **Design System & Component Library** — Authored a full token-based foundations layer (color, semantic tokens, type scale, spacing) driving consistent, accessible UI across products.

SKILLS

Design: Product Design, UX/UI Design, Interaction Design, Visual & UI Design, Native Mobile App Design, Design Systems, Prototyping, Wireframing, Microinteractions, Motion Design

Growth & Research: Growth & Retention Design, Onboarding & Sign-Up Flows, A/B Testing, Usability Testing, User Interviews, Heuristic Evaluation, Data-Driven Design, Accessibility (WCAG)

Tools: Figma, Framer, Adobe XD, Sketch

Front-End: HTML, CSS, JavaScript, React, Responsive Design, Git

AI: AI-assisted design workflows, multi-agent design systems, prompt design

EDUCATION

The Ohio State University — B.A., Cognitive Psychology (Design Thinking) 2024

Ohio State University — UX/UI Design Certificate (24-week program) 2023