



RYAN C. MELCHER

SENIOR UX/LX DESIGNER

📍 Massanutten, VA

📞 571.259.4445

✉ ryanmelcher@gmail.com

🌐 <http://www.rcmelcher.com>

🎓 EDUCATION

Bloomsburg University
Bloomsburg, PA
MS, Instructional Technology
Dec 2000

Kutztown University
Kutztown, PA
BFA, Communication Design
May 1995

74 LinkedIn Learning Certificates

🔧 SKILL SETS

UX/LX Design

User Testing

Training Video/Audio Production

Agile and Lean UX Methodologies

Interface Design

HTML5 and CSS3

Print Design

Illustration

⚙️ SOFTWARE KNOWLEDGE

Figma 7

Sketch 7

Photoshop 9

Illustrator 9

Camtasia 9

Audition 6

Premiere 6

InDesign 8

After Effects 4

DreamWeaver 5

🗨️ LANGUAGES

English - *Native*

German - *Basic Conversational*

✔️ OBJECTIVE

To obtain a position as a Senior UX/LX design.

🎯 EXPERIENCE

Senior UX Designer

Jenzabar

Remote

May 2022 - Present

I lead significant UX enhancements to optimize the interface and workflows in the Jenzabar Chatbot. I also improved the chatbot video training suite learning experience with an updated video template and transcript templates that are accessible under WCAG 2.1 standards. The video training suite received 100% positive feedback from users. Additionally, I worked with the marketing department to produce an on-brand introduction video that serves as a motivational launch pad to recruit teams at client institutions for chatbot setup. Furthermore, using atomic standards, I designed a responsive Figma Library to produce rapid chatbot prototypes. I also design an onboarding learning experience for new UX team members.

Earned Company Awards:

- 2022 CEO Recognition Award

UX Designer III

April 2019 - April 2022

I designed, from the ground up, a user experience for the award-winning Jenzabar Chatbot. In addition, I went on to create an accessible learning experience video training suite. This training suite enabled clients to set up the chatbot with minimal time and effort showing them firsthand how to do all chatbot tasks in bite-sized chunks.

Jenzabar Chatbot Awards:

- 2021 EdTech Breakthrough Awards for Best Use of Artificial Intelligence in Education
- Gold Stevie® Award Winner in 2021 American Business Awards®

Senior UI/UX Designer

Karsun Solutions LLC

Herndon, VA

May 2018 - March 2019

As the UI/UX lead, I designed a suite of AWS Cloud-hosted applications at the General Services Administration (GSA) and Federal Aviation Administration (FAA). Additionally, I was the UI/UX lead for new business development efforts which include RFP challenge-based journey teams.

Senior UI/UX Designer

Asurion - ServiceBench

Sterling, VA

October 2016 - May 2018

As a Senior UI/UX Designer, I expanded experience enhancements by integrating Lean UX method of build, measure, learn. I conducted training sessions with business and development team members on this process. I conducted predevelopment paper user tests and updated stakeholders with results that drove updates to mock-ups and design specifications. I raised questions like "Would a new user understand this decision?" with the goal of being an advocate for the user. I received and gave constructive criticism with the goal of making each product simple, clean, and understandable. In addition, I interviewed, hired, and mentored a junior designer.

UI/UX Designer

July 2014 - October 2016

Working in an Agile environment as a matrixed resource, I provided a broad range of support for multiple ServiceBench teams. On all major efforts, I supported UI/UX development, which included designing user-friendly and accessible interface designs, HTML5 and CSS3 coding. In addition, I created a suite of rapid prototypes that simulated user environments, allowing for user testing and modification of system features before developers began to code. I also developed a user testing process that provided qualitative data on how to improve company products. Using my instructional technology background, I spearheaded a screen-casting training campaign that provided our clients with easy-to-understand videos on how to use the ServiceBench suite of products. As the company brand champion, I strove to maintain a consistent

ASSOCIATIONS / HOBBIES

Avid outdoorsman / mountaineer

Notable mountains include:

- Denali (Mt. McKinley)
- Mt. Kilimanjaro
- Mt. Mitchell
- Mt. Washington
- Mt. Whitney

Skilled in self defense

- 1st degree black belt Boka Karate System
- Former Boka class instructor
- Basic experience in Tae Kwon Do

Former Volunteer VIP Body Guard

- President Bill Clinton
- Prime Minister Margaret Thatcher
- General Norman Schwarzkopf
- General Colin Powel
- Spin Doctors (Security Guard)

REFERENCES

Available upon request

look and feel to the product. Using gamification techniques, I created an award-winning board game that taught users what is in the ServiceBench suite of products and how it improved their business.

Earned Company Awards:

- 2017-2018 Five-time ACE Award Winner for Integrity (3), One Team (1), Collaborate and Then Commit (1)
- 2015 Asurion Hackathon 2nd Place Winner, Sterling
- "Easier Than" contest 2014 Winner

Creative Services Lead Design Architect

IntelliDyne, L.L.C.

Falls Church, VA

June 2008 - May 2014

At IntelliDyne, I led the creative services team in design architecture. I was responsible for interacting with the rest of the team to resolve tasks. I continually researched relevant trends that helped expand the design skill sets of the team. Through various projects I participated in, I was able to help make the case for a new \$30,000 media lab for the Creative Services team.

Lead Web Designer

November 2007 - June 2008

As the Lead Web Designer, I oversaw the administrative duties of the Creative Services team. In addition, I also provided direct design support on projects.

Web Designer

August 2007 - November 2007

Produced various designs including print and web.

Earned Company Awards:

- Team of the Year Award 2011 Winner, 2013 Finalist
- Volunteer of the Year 2012 Finalist
- Mobile Masters Competition 1st Place Team
- Star Award Winner (Twice)

Web Designer

Meridian Learning Solutions LLC

Chantilly, VA

August 2001 - May 2007

Programed and provided courseware that were 508 and SCORM (1.2 and 2004) compliant.

Multimedia/Graphic Designer

Booz Allen & Hamilton Inc.

McLean, VA

September 2000 - July 2001

Produced multimedia CD ROMs, graphics, and animations for government agencies.

Project Manager/Graphic Designer

Department of Instructional Technology

Bloomsburg, PA September 1999 - August 2000

Established the logo and brand of the Department of Instructional Technology. Led a team in designing a public library website.

Adjunct Professor

Pennsylvanian School of Art and Design

Lancaster, PA

Summer 1999

Instructed a college-level class in creative design using Photoshop, Illustrator, and Painter.

Digital Illustrator

John Kocon Illustration

Allentown, PA

November 1997 - May 1998

Created digital illustrations in 3D and 2D formats.

Illustrator/Graphic Designer

R.C. Melcher Illustration

Reading, PA and Reston, VA

June 1995 - January 2001

Designed and illustrated projects including murals, illustrations, brochures, newsletters, and logos.