

3484 Cashmere St Danville CA 94506

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ryan@rhworks.com

_Professional Experience.

Adobe Systems, Inc (formerly Macromedia, San Francisco). September 2003 – present
Creative and enterprise software development company.

Senior Experience Design Lead, Digital Imaging. 2014.06 – present

Design and leadership for Adobe's photography business with a focus on bringing the power of legacy imaging tools Photoshop and Lightroom to a broader mobile market. Crafted a vision for a connected photo-ecosystem and the end-to-end customer engagement from initial engagement through to the development of professional-level proficiency. Application design, prototyping, presentation for engagement with product management, engineering, and cross-organizational design teams. Efforts have culminated in the design and launch of Photoshop Fix as well as significant redesigns underway for Lightroom Mobile and Photoshop Mix.

XD Design Manager, ProLab. 2012.11 – 2014.05

Design leadership and management exploring emerging technologies and product opportunities for creative professionals. Emphasis on "new" screen design workflows and tooling for prototyping, touch interaction and tablet applications. Research and UX exploration projects as ProLab have driven nearly a half-dozen new products for Adobe including Photoshop Sketch, Spark, Vibe, and XD (formerly Project Comet).

XD Design Manager, Creative.Adobe.com. 2010.11 – 2012.11

Design leadership and management for a small team defining a vision for Creative Cloud. Experience design, design systems and patterns with a focus on creating a thriving creative community, improving and expanding customer enrollment. The cloud-based service would bring radical changes to product acquisition, files browsing and asset management.

XD Design Manager, Adobe.com. 2009.12 – 2010.11

Creative Direction, art direction and experience design leadership for a team of twelve working across Adobe.com. Key projects include 'Transform' design system, DAY WCMS template system, design and workflows for proprietary eCommerce engine. With a focus on product discovery, improved customer service and documentation access, ultimately our efforts exceeded metrics for improved customer satisfaction (CSAT) and increases in conversion.

Senior Experience Design Lead, XD Desktop Brand Experience. 2006.02 – 2009.12

Creative Direction, art direction and experience design for Adobe's entire product portfolio, including Creative Suite CS3, CS4, and CS5. Development, production, and delivery of icons, splash screens, and installation graphics as elements of the product identity system across over a hundred products.

Senior Experience Designer, XD Macromedia. 2003.09 – 2006.02

Creative Direction, art direction and experience design; future-vision interface design, interaction patterns, styling, and architecture for desktop applications, internet applications, and devices supporting the Flex framework.

Quokka Sports (San Francisco) – Principal Designer and web architect, Motorsports

Live web-based sports event coverage, 1998.06 – 2001.04

As an early employee I had a unique opportunity to contribute and help shape the overall creative vision of this rapidly-growing company. Web product development from initial research and concepting phases through architecture, design, user testing, and production. Lead production team creating real-time content during live events while working with Producers and Content Directors on the continued evolution of content presentation and site architectures. Accounts: Whitbread, CART, MotoGP, GM Le Mans.

J. Walter Thompson (San Francisco) – Production Designer

Print and web advertising, 1995.06 – 1998.06

Advertising design and production for print and web, from concept through pre-press. Produced mechanicals for print ads, packaging and displays in a fast-paced studio environment. Worked with art directors to execute conceptual design direction as well as prepared client presentations.

Accounts: Sprint, Nortel, Nestlé, Chevron, Discover Brokerage.



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Freelance/Contract Art Direction and design. Clients:

Orange Photography LLC (San Francisco) – Creative Director, Principal
Photography and event services company. 2001.09 – 2007.09
2003 Webby Business Award Winner

Consultant, creative development for photography services startup. Create and implement brand identity values across visual communication media: website interface and user experience design, print marketing and collateral materials.

Wired Magazine (San Francisco) – Contributing Art Director
Technology lifestyle publication. 2003.05 – 2003.08. Featured in Print's 2004 Regional Design Annual
Art-direction, design layout, and typography for features-section editorial.

The Attik (San Francisco) – Freelance Graphic Artist
Multi-medium brand communications and design firm, 2002.01 – 2002.08
Design, illustration and production. Accounts: Toyota Scion, Ford, Medtronic, MusicMatch.

_Personal Profile.

_Education.

San Francisco State University
Dual-emphasis BA, Dec 1994:
Conceptual Design / Information Arts & Drawing (fine art).
Additional studies in Industrial Design, CAD, aerodynamics.
Associates Degree Music Theory

_Urls.

Behance.net/rhworks
Instagram.com/rhworks
www.rhworks.com
www.prototyp.org
works.prototyp.org

_Interests.

Cycling – Mountain biking and road - <http://www.strava.com/athletes/428316>
Motorsport – WEC, Le Mans, and prototype sports cars in particular
Automotive design and engineering
Experimental electronic music – releases as Ryan Hicks on iTunes, Spotify, Amazon

