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# RICKY COLSON

## Product Designer

Full-cycle designer with 15+ years in UX/UI, design systems, branding, project management, strategy, information architecture, frontend development, customer support, & marketing

## EXPERIENCE

### CABELLS / Design Director & Senior Product Designer

Aug 2016 - May 2023

**PRODUCT** / Led development of search platforms used by hundreds of research institutions to help with publishing, curation, and faculty decision-making • Redesigned results to highlight submission and peer review guidelines, citation metrics, and predatory violations • Collaborated with vendors to integrate third-party data

**UI/UX & DEV** / Created user personas, site maps, wireframes, prototypes, high-fidelity mockups, and responsive front-end code • Conducted user research, usability testing, and competitive analysis to inform designs • Conducted QA to ensure quality and usability

**DESIGN SYSTEMS** / Redesigned brand identity • Developed design system and frontend component libraries to ensure consistency and accessibility (WCAG) across products • Wrote content guidelines as Editor-in-Chief to maintain consistent voice across all communication • Wrote and edited content for website, blog, and print

**PROJECT MANAGEMENT** / Collaborated with managers, developers, and data teams for a cohesive user experience • Presented project requirements, concepts, and operational improvements to company executives • Led sprints and workshops while emphasizing the importance of design thinking, research, critical analysis, and agile methods

**SYSTEMS ARCHITECTURE** / Established final tech stack for engineering • Refined logic for better search relevancy • Designed login and user authentication to provide remote access and admin resources like usage stats and subscription details

**MARKETING** / Created conference collateral, graphics, sales and onboarding materials, and advertisements • Developed marketing strategy and sales proposals for expansion into international markets • Created email and blog campaigns for product launches

**CUSTOMER SUCCESS** / Collected feedback to improve product and support • Set up knowledge base and ticketing system to empower customers and reduce strain on service teams • Wrote user guides and public responses to customer questions

**CONTENT MANAGEMENT** / Designed data entry system to evaluate and store journal data • Set up CMS (Strapi) for managing marketing and blog content

## TOOLS

Adobe CC, Figma, HTML, CSS, JS (Vue, Nuxt), TailwindCSS, Bootstrap, Wordpress, Strapi, Azure, Jira, Confluence, Git, VSCode, Asana, Slack, Zoho, ActiveCampaign, Google Analytics

## EDUCATION

BFA Studio Art with High Honors, University of Texas at Austin

*Previous work history available upon request*