

RICKY COLSON

Senior Product Designer with 10+ years of experience crafting user-friendly solutions with a positive impact. Blend of creativity and technical expertise across multiple disciplines in product design (UI/UX), design systems, branding & marketing, and more.

EXPERIENCE

More upon request

Senior Product Designer

Cabells

Aug 2016 - May 2023 (7 years)
Fort Collins, Colorado (Remote)

PRODUCT / Led the design and development of Journalytics, a B2B SaaS web search platform used by researchers to evaluate scholarly journals. Owned the entire design process, from user research to ideation, UI/UX design, user personas, site maps, wireframes, high-fidelity mockups, prototypes, responsive front-end code (HTML, CSS, JavaScript), and QA. Included dashboards, search interface, authentication, and marketing sites.

INFORMATION ARCHITECTURE / Enhanced search performance and relevancy by designing new data visualizations, improving information architecture, upgrading to single-page application (SPA) and JS frameworks, restructuring card layouts to highlight featured metrics, and adjusting search score weighting and filtering.

DESIGN SYSTEMS / Designed and managed comprehensive design system to streamline development, enhance design consistency, and improve accessibility (WCAG). Included brand and UI style guides, reusable front-end components (Vue, Tailwind, Strapi), documentation, and content guidelines to be used across all teams. Reduced development time and increased collaboration after being introduced.

UX RESEARCH / Leveraged user research (stakeholder interviews, user personas, surveys, usability testing, market research, and competitive analysis) to uncover needs, behaviors, and define requirements, pricing strategies, success metrics (KPIs), and final designs.

UI DESIGN / Designed journal management interface, focusing on intuitive navigation and improved data entry workflows for data teams. Maintained accurate and up-to-date search results for thousands of journals.

SKILLS

- UX/UI
- Design systems
- Frontend development
- User research
- Branding & Marketing
- Information architecture
- Project management
- Data visualization
- Interaction design
- Wireframing & Prototyping
- Responsive design
- Accessibility
- Visual design
- Content marketing
- Communication

TOOLS

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

EDUCATION

BFA Studio Art with High Honors, University of Texas at Austin, 2007