

RALSTON FITLER

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Professional Summary

Product Designer with over 4 years of experience specializing in UI/UX. Strong expertise in leading design workshops, conducting user research, and crafting impactful, user-centered designs. Proven ability to translate business goals into effective design solutions that enhance user experience and drive engagement.

Degree

Bachelor of Science in Interactive Design | 2020 | 3.6 GPA

Minor: Technical Communication with a Certificate in Leadership

Skills/Tools

UI/UX Design: Wireframing (Low and High Fidelity), prototyping, usability testing, heuristic evaluations

Research: User interviews, A/B testing, competitive analysis, affinity mapping, heuristic evaluation

Tools: Figma, Sketch, Adobe Suite, Miro, UserTesting.com, UserZoom.com, Looker Studio, BigQuery

Collaboration: Jira, Rally, Monday.com, Trello

Experience

Product Designer | Ford Motor Company | 04/2022 to 08/2024

- Led cross-functional design workshops, guiding stakeholders to actionable insights and aligning design strategies across teams.
- Conducted user research, including user interviews and usability testing, to create data-driven design artifacts that informed key decisions.
- Designed high-fidelity wireframes and interactive prototypes for the Command Center, improving usability and user engagement.
- Collaborated with engineers and product managers to ensure smooth implementation of designs, contributing to faster development cycles and increased user satisfaction.

UX Designer | 22 Miles | 06/2021 to 03/2022

- Developed digital signage and wayfinding solutions, leading to a measurable increase in user engagement and interaction.
- Delivered tailored UX solutions for top-tier clients (B2B Design), including Fortune 500 companies, enhancing customer satisfaction and streamlining user experiences.
- Conducted usability testing and data analysis to refine designs and ensure they met client objectives.

UX Designer | Queer Global | 10/2020 to 01/2022

- Conducted comprehensive research and designed the QG website (D2C Design) from scratch.
- Performed user interviews and competitive audits, and designed user flows and prototypes, resulting in a user-friendly and visually appealing website.