

RALSTON FITLER

rfitler.com | ralston.fitler@gmail.com | [linkedin.com/in/ralstonfitler](https://www.linkedin.com/in/ralstonfitler) | 770-608-6113

Career Focus

Dedicated Product Designer with excellent communication skills and a proven track record of creating impactful design solutions. Passionate about leveraging UI and UX expertise to address user needs and business challenges, driving both user satisfaction and business success.

Degree

INTERACTIVE DESIGN | KENNESAW STATE UNIVERSITY | 2020

Major: Interactive Design | Summa Cum Laude

Minor: Technical Communication with a Certificate in Leadership

Skills

Experienced in brainstorming and affinity mapping concepts within team environments. Proficient in creating wireframes at various fidelity levels and prototyping ideas. Conducting usability testing, A/B testing, and heuristic evaluations to enhance user experiences.

Tools

Design Tools: Figma, Adobe Suite, Sketch, UXpin

Collaboration: Miro, Rally, Jira, Pen and Paper

Other Tools: Usertesting.com and Userzoom.com

Experience

Product Designer | Ford Motor Company | 04/2022 to Present

- Facilitated and led design workshops with stakeholders of varying technical skills, resulting in actionable insights and design strategies.
- Conducted extensive research and created Design Artifacts, which informed design decisions.

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

- Researched user goals to develop efficient solutions for digital signage and wayfinding, leading to an increase in user engagement.
- Led projects for top brands and Fortune 500 companies, delivering tailored design solutions that enhanced client satisfaction.

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

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