

Ralston Fidler

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Professional Summary

User Experience Designer with 5+ years of experience creating scalable, user-centered interfaces in Agile product teams. Proficient in Figma with a strong foundation in applying and evolving design systems, collaborating cross-functionally, and delivering polished digital experiences through iterative design. Passionate about aligning user needs with business outcomes through thoughtful research, feedback, and testing.

Professional Experience

UX Designer at Ford Motor Company from Apr 2022 – Aug 2024

- Applied a large-scale design system to multiple web-based tools, ensuring visual consistency and scalability across dealer platforms.
- Designed and iterated wireframes and prototypes in Figma, contributing to a 35% reduction in time-on-task for key inventory workflows.
- Partnered with developers, PMs, and stakeholders in Agile ceremonies to align UX solutions with evolving business goals.
- Contributed to ongoing usability improvements by synthesizing user testing insights and feedback into actionable design updates.
- Documented design decisions, maintained version control, and supported smooth design handoffs.

UX Designer at 22 Miles from Jun 2021 – Mar 2022

- Designed responsive user flows for enterprise-level digital signage and wayfinding systems across Fortune 500 clients.
- Maintained consistency by leveraging and extending modular design elements within an existing component library.
- Supported iterative design cycles by participating in testing sessions, design reviews, and team critiques.
- Created high-fidelity visuals and prototypes in Figma, increasing stakeholder alignment and engineering velocity.

UX Designer (Freelance) at Queer Global from Oct 2020 – Jan 2022

- Designed and launched a mission-driven nonprofit platform, increasing visitor engagement by 70% in the first quarter.
- Conducted user interviews and competitive audits to shape early user flows and prioritize features.
- Created responsive wireframes and prototypes, focusing on inclusive, accessible user journeys across mobile and web.

Skills

Design: Wireframing, Prototyping, High-Fidelity UI, Design Systems, Accessibility (WCAG), Responsive Design, HTML, CSS, JavaScript

Tools: Figma, Miro, Adobe XD, Looker Studio, Google Analytics, Jira

Research & Process: User Testing, Feedback Loops, Heuristic Evaluation, User Flows, Agile Collaboration

Education

Kennesaw State University- B.S. in Interactive Design Graduated in 2020 | GPA: 3.6