

# Ryan Tabula

Product  
Designer

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## ABOUT ME

I'm deeply fascinated by what moves people. I design to create highly effective tools, compelling interfaces, and meaningful experiences that enable people to conquer their goals.

Pivoting from a career in accounting and finance, I come with a unique skill set that balances empathetic design thinking with a strategic mindset.

## SKILLS

### Design

- Wireframing
- Prototyping
- User Research
- User Testing
- User Interviews
- Task Flow Analysis
- Information Architecture
- Style Guides
- Cross Platform Design

### Tools

- Figma
- Sketch
- InVision
- Abstract
- Gitlab
- Jira

### Professional

- Professional Scrum Master 1
- Client Communication
- Meeting Administration
- Cross-dept. Collaboration
- Business Strategy

## WORK EXPERIENCE

### Local Line Apr '19 - Present

#### Product Designer (Apr '19 - Sep '19) / Lead Designer (Present)

Ideation, process mapping, wireframing, and high fidelity mockups for product improvements and new features. Ad hoc design related tasks including partnership proposal mockups, marketing website design and creation, and investor related materials.

### Focus21 Sep '18 - Dec '18

#### User Experience/User Interface Designer (Fall Intern)

Collaborate in experience design process to create wireframes and prototypes in low and high fidelity. Review progress and iterate with development team through to final delivery. Gather insights from stakeholders and customers. Worked within a scrum agile framework.

### TELUS International Apr '17 - Jan '18

#### Financial Analyst II

Conducted budgeting and forecasting process. Analyzed and interpreted financial data. Constructed and presented financial reports. Participated in major ERP system transition project.

### Softchoice May '15 - Apr '17

#### Financial Analyst

Produced profit & loss reports and analysis for marketing development teams. Awarded 2015 Fast Start Award.

### IPG Mediabrands Mar '14 - May '15

#### Client Finance Analyst

Managed project budgets for major clients. Acted as liaison between client finance and media teams.

## EDUCATION

### BrainStation Jan - Mar '18

#### User Experience Design

### CMA Ontario Jan '14 - Nov '15

#### Strategic Leadership Program

### University of Waterloo Sep '09 - Dec '13

#### Bachelors of Accounting and Financial Management