

Diane Ryu

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EXPERIENCE

Fresh Food Connect — UX/UI Designer (Contract)

Boulder, CO (Remote) • Oct 2022 - Nov 2022

I worked independently to redesign an app that helps gardeners donate backyard produce to local food relief organizations.

- Clarified business objectives to stakeholders by using customer journey maps, value proposition canvas, and user interviews
- Led redesign of mobile app using user flows, sketches, wireframes, and prototypes

InfoSense — Product & Marketing Manager / Marketing Strategist / Venture for America Fellow

Boulder, CO (Remote) • Sept 2017 - May 2022

I received training on building and growing a company through an entrepreneurship fellowship and joined InfoSense as their first marketing hire and eventually became their first product manager.

- Led redesign of mobile app; created sketches, wireframes, and high fidelity prototypes (Adobe XD); conducted usability tests
- Spearheaded company website redesign; created design strategy to align stakeholders; developed content, and built site on WordPress; monitored site performance using Google Analytics
- Designed and published case studies, technical papers, magazine articles, user manual, marketing videos, and email campaigns

Robert Koch Institute — Research Fellow

Berlin, Germany • Oct 2015 - June 2016

I received a highly competitive national fellowship to conduct research with RKI's Epidemiology of Highly Pathogenic Microorganisms group.

- Co-authored three publications in Oxford Journal's Molecular Biology and Evolution (2017, 2021) and Journal of Clinical Virology (2016)
- Delivered presentation to RKI's employees, president and board members to successfully secure competitive research funding

EDUCATION

Springboard

Nov 2022

Certificate in UX Design

Emory University

Atlanta, GA

May 2015

BS, Environmental Science

TOOLS

Figma

Adobe XD

Google Analytics

InVision

Miro

Mural Board

WordPress

Webflow

Canva

SKILLS

User Research

Usability Testing

Sketching

Prototyping

Marketing

Business Strategy