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**www.landwendesign.com**

## Education

**1998 - BFA, University of Houston**

Major: Studio Arts Photography  
Minor: Graphic Communications Technology

## Summary

Senior digital strategist with over twenty years experience in UI/UX disciplines, graphic design, print, web, brand development, digital marketing, and managing vendors and creative teams from initial concept to finished product utilizing best use practices. High understanding of usability issues involved with web-based and multi-media projects.

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|-------------------------|---------------------------|-----------------------|---------------------------------------|
| » <b>UI / UX Design</b> | » <b>Web Design</b>       | » <b>Print Design</b> | » <b>Digital Marketing</b>            |
| » Fast Prototyping      | » HTML5, CSS3             | » Brand Identity      | » Marketo Marketing Automation        |
| » User Flows            | » Responsive              | » Data Visualization  | » Email Campaigns                     |
| » Wire Framing          | » Word-press / Joomla CMS | » Info-graphics       | » SEO, PPC, AdWords                   |
| » Adobe XD              | » Twitter Bootstrap       | » Adobe InDesign      | » RegOnline and Cvent event platforms |
| » InVision              | » Material UI             | » Adobe Photoshop     |                                       |
|                         |                           | » Adobe Illustrator   |                                       |

## Experience

**Gene by Gene, Ltd., Senior UX Designer**

**2017-2018**

Working with product owners to define requirements, create user flows, and develop new solutions while improving upon existing solutions offered to customers of Family Tree DNA to explore their DNA results from a genealogical perspective.

- » **Family Tree** - Redesigned the family tree application to bring a more consistent UI with the rest of the Family Tree DNA website, and created UI elements that could be replicated across additional tools. Helping to provide a cohesive design language across the site.
- » **Chromosome Browser** - Redesigned the Chromosome Browser, an industry leading tool used to view and compare DNA results, to address various usability issues discovered through testing while implementing a consistent look and feel. Provided new solutions to visually represent data in invigorating and refreshing ways.
- » **Ancestral Matching** - Developed the prototype for a new tool that compares a single user's genetic data against the family trees of other users to create an overlay displaying previously unknown relationships via the use of a common ancestor.

**Freelance Design, Independent Contractor**

**2015-2017**

Working with clients on print projects and web development with a high concentration on Word-press projects. Continual education to keep abreast of latest frameworks and best use practices for UI/UX design.

- » **Baker Hughes** - Conceptualized and designed annual report for Organizational Ombuds Office. Coordinated printing and mailing services and oversaw press checks. Converted report into e Pub document for on-line distribution.
- » **Additech** - Front-end Word-press development, expanding their web-site's product offerings and updating banner sliders for a consistent look and feel across the site.
- » **Entouch Controls** - Front-end Word-press development, enhancing and optimizing the site to speed up download times, enhance responsiveness and bringing Call-To-Actions to the forefront. Designed solution briefs with new brand standards.
- » **Smart Retail Solutions Group** - UI/UX front-end development for a Responsive Executive Dashboard based on Bootstrap, J Query and Kendo UI controls.
- » **Advanced Fertility Center of Texas** - Web development building a responsive intra-net site based on Bootstrap with heavy reliance on video.
- » **Allegro Development** - Long-term contract supporting web and print based sales and marketing initiatives.

## **Allegro Development**, Creative Director

**2008-2015**

Responsible for defining and maintaining brand consistency across all mediums for web, collateral, email and advertising initiatives, also responsible for day to day maintenance and operation of [www.allegrodev.com](http://www.allegrodev.com).

- » **Brand Identity** - Defined look & feel and layouts for solution briefs, corporate overview document, market strategy documents, company road-maps, proposals, PPT presentations, email marketing campaigns, landing pages and white papers. Created custom icon set for products, solutions and industry process diagrams.
- » **Web** - Developed and redesigned website. Reorganized information architecture of the site and worked with product marketing shareholders to develop new content expanding products, solutions and services offerings. Compiled website analytics reports for monthly Board Meetings.
- » **SEO/PPC** - Consistently placed Allegro Development in the top organic search results on Google for targeted search terms for the ETRM industry. Maintained \$8,000 monthly AdWords budget.
- » **Marketing Automation** - Created smart campaigns in Marketo building out lists, emails, landing pages and responses, as well as setting up scoring campaigns.
- » **Event Marketing** - Set up corporate event sites using RegOnline and Cvent event platforms. Branded corporate customer event with all signage, promotional materials, collateral and themed presentation template. Created animations and graphics for trade-show booths and presentations. Worked with Marketing to set up surveys and registrations for webinars and special events.
- » **Sales Enablement** - Set up document repository for all collateral with SharePoint. Created template and process for responding to RFPs with supporting collateral.

## **Landwen Design**, Creative Director

**2003-2008**

Started and maintained a marketing and design firm. Worked with small to medium size businesses to help with brand identity, websites, marketing and training collateral.

- » **Camden Living** - Provided layout and design for marketing collateral as well as offered print fulfillment services.
- » **Houston Golf Association** - Became agency of record and was responsible for all print collateral, signage and billboards for the Shell Houston Open.
- » **Annovo Integrated Marketing** - Created the brand identity and name of the company for a creative marketing firm. Relied on as the creative liaison in client engagements as well as performed outsourcing to meet client demands.
- » **Gulf States Toyota** - Developed an interactive flash game to promote a sales event program.
- » **Ashton Woods Homes** - Developed flash-based walk through of model homes.

## **Idea Integration (Formerly T1 Design)**, Associate Creative Director

**1997-2002**

Worked closely with clients in discovery meetings, defining requirements, setting goals and managing expectations. Managed creative team of seven; responsible for project estimates, scheduling hours of multiple designers and art directors, as well as overseeing the progress of assigned projects. Managed off-site creative teams while performing as the sole point of contact for clients.

- » **HP/Compaq** - Web development for both intra-net and on-line sites and created multi-media presentations for servers and consumer group.
- » **MCI/Worldcom** - Worked with front-end and back-end developers to oversee on-line support site maintained client's brand guidelines.
- » **Corsair Communications** - Oversaw the front end development of WAP enabled phone application.

## **Volunteer**

### **2015-Present**

Missouri City Little League  
Vice President

### **2005-2008**

ALS Association - Greater Houston Chapter  
Web-master