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RYAN LUM

2017 - Present

UI/UX Designer • Outdoorsy - San Francisco, CA

Created the design system, optimized conversion funnels, a/b tested interfaces, and user research.

www.outdoorsy.com

2016 - 2017

Freelance - San Francisco, CA

Working with clients such as Ever, Shocase, Kelly Fogelman Group and more on design and marketing projects while traveling around the USA in his van.

www.ryanlum.com

2014 - 2016

Co-Founder & Designer • Twibble - San Francisco, CA

Co-founded a growth tool for Twitter in which I was in charge of planning all features, product design, user interface design, flows, and front-end development. Built and MVP in 2 weeks. Currently has over 37k users.

www.twibble.io

2014 - 2016

Growth Manager • Narrative - San Francisco, CA

Led content marketing efforts. Top posts generated over 2 million views. Grew social media accounts with over 600% growth. Designed marketing assets for email, social and print.

www.getnarrative.com

2013 - 2014

Lead Designer • Venturocket - San Francisco, CA

Led product roadmap and created all UI elements and flows.

www.venturocket.com

2010 - 2011

Graphic & Web Designer • BusinessOnline - San Diego, CA

Lead designer/developer for several major accounts including American Red Cross, Milgard, PADI, Rail Europe, and Honeywell.

www.businessol.com

2009 - 2010

Graphic Designer • Pro Motion Design - San Diego, CA

* Additional work history available at [linkedin.com/in/ryanscottlum](https://www.linkedin.com/in/ryanscottlum)

** Portfolio at ryanlum.com & dribbble.com/ryanscottlum

Education

2009 B.A. Communication
San Diego State University
Advertising Emphasis / Minor in Art

Software & Services

Sketch, InVision, Adobe Photoshop
CC, Adobe Illustrator CC, Adobe
InDesign CC, Adobe Lightroom,
Mailchimp, Autopilot, Litmus, Pages,
and Keynote

Skills

CSS & HTML, Prototyping,
Wordpress, GIT, Social Media
Marketing, Content Marketing, Email
Marketing, Digital Photography, and
Presentation Design

Highlights

SF Egotist 32 Under 32 2016
American Design Award 2010
Created the World's First
Pop-up Ball Pit Bar
Guest Speaker for SDSU Ad Club &
SDSU AMA
Interviewed for Entrepreneur
Magazine Feb. '12 Edition