

# Ryan Tietz

SR. UX DESIGNER



Austin, TX



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## ACTIVITIES

### **Emerging Professionals in Conservation**

AUSTIN, TX | 2020-2024  
Leadership Council

### **ACC Visual Design Curriculum Review Panel**

AUSTIN, TX | 2018  
Competency Analysis Reviewer

### **ATX Conversational UX Meetup Group**

AUSTIN, TX | 2018-2024  
Member

### **UXPA Meetup Group**

AUSTIN, TX | 2018-2024  
Member

### **Austin Ad Fed**

AUSTIN, TX | 2011 & 2012  
Design Support Team Volunteer

### **National Geographic Society Caving Expedition**

HUATLA, MEXICO | SPRING 2004  
U.S. Deep Cave Diving Team Member

## SKILLS

### **Figma Adobe**

PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
PREMIERE  
XD

### **Agile Desire to Learn Problem Solving Situational Adaptability**

## FACTS

76 COUNTRIES EXPLORED  
AWARD MILES AFICIONADO  
TECHNOLOGY ENTHUSIAST  
PHOTOGRAPHY ENTHUSIAST  
SELF-TAUGHT MECHANIC  
ADVANCED SCUBA CERTIFIED  
EAGLE SCOUT

## EXPERIENCE

### **Sr. UX Designer**

**PayPal** AUSTIN, TX | 2019-CURRENT

- Led the UX design and integration of generative AI technologies across a suite of customer engagement products, including Help Centers, Community forums, the Message Center, and Search functionalities.
- Enhanced the customer support experience, making our services more accessible and intuitive across PayPal, Venmo, Hyperwallet, and Zettle. Collaborated with product and technology teams to create seamless, end-to-end experiences that leverage generative AI to improve customer interactions and self-service capabilities.

### **UX Designer**

**VISA** AUSTIN, TX | 2019

- Spearheaded the collaboration between stakeholders, business owners, and developers to design and implement an accessible, web-based transaction management and fraud prevention platform, focusing on user-centric design principles and accessibility standards. This cross-functional effort led to the creation of a robust platform that enhanced user experience, improved security, and streamlined transaction processes, demonstrating the power of integrated teamwork in achieving innovative solutions.

### **Sabbatical**

AROUND THE WORLD | 2016-2018

- Completed a solo 32-country journey to improve my understanding of global business opportunities, history of nations, vernacular architecture/design, and diverse cultures

### **Sr. Visual Designer & UX Designer**

**AT&T** AUSTIN, TX | 2015-2016

- Led a DesignOps team to revolutionize our design workflow methods, achieving a more than 90% reduction in effort and minimizing the defect rate to almost zero. I developed extensive art-boards, templates, and training materials, and conducted training sessions for designers, enhancing team skills and design quality. Additionally, I managed the coordination of design and implementation across multiple platforms, liaising effectively with stakeholders and development teams. During the DirectTV and AT&T merger, I was responsible for the design of product pages and assets for several web campaigns, contributing to a seamless brand integration.

### **Marketing Designer & Event Photographer**

**Houstonia Magazine** HOUSTON, TX | 2013-2015

- Designed all advertising, marketing, event, and sales material, which helped boost the readership by 10% monthly to 500,000+ and the total digital audience to 2.5 million+
- Collaborated to develop, produce, and manage campaign events
- Photographed events for publication and post-event marketing

### **Graphic Designer & Marketing Coordinator**

**The Whitley Group** AUSTIN, TX | 2012

- Devised multi-channel marketing solutions, which lead to an increase in conversion rates
- Created online storefront products with text and email opt-in services to streamline ordering capabilities
- Developed identity systems, brochures, business cards, and advertisement layouts

## EDUCATION & CONTINUED EDUCATION

### **Udemy Academy**

Design Thinking | Xcode/Swift | Progressive Web App Development | Lean UX | Lean Startup  
Certificates in Sketch & Photo Animation

### **Austin Community College**

Associate of Graphic Design | Additional studies in Marketing, Advertising & CAD  
Phi Theta Kappa International Honor Society

### **Texas A&M University**

Bachelor of Environmental Design & Architecture | Minor in History of Art & Architecture  
Study abroad in Guatemala - History of Maya Architecture & Culture