



RYAN HOUSE

Design | Development | Direction

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Overview

Location

Ringgold, GA

Phone

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Email

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Portfolio

ryan.house

Social

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Accomplishments

- Director of UX, Design, and Software Engineering for Chattanooga's Technology Company of the Year 2020 and 2021.
- Lead multiple teams and multiple departments through the sale of a company.
- Assisted in building an internal Design and Development team from the ground up for a rising tech company.
- Planned and managed large scale department budgets.

Supporting Skills

- UI/UX and Graphic Design
- User Research
- Data Visualization
- Roadmap Planning
- Project Management
- Financial Planning

Summary

- A technical product leader with extensive experience building and managing both engineering and product development teams.
- Record of success in guiding the development of enterprise SaaS products.
- Specialization in user experience and interface design.

Leadership Philosophies

- Always empower natural leaders, develop experts for each discipline.
- Allow the freedom to fail, but guide failure forward.
- Provide clear processes for diplomatic decision making between non-leaders.
- Establish collaborative mechanisms for cross-team communication and workflows.
- Formalize individual and group accountability by providing clear goals and expectations at various levels of scope.
- Promote continued education to strengthen team dynamics and broaden skill sets.
- Appreciate the value of a balanced lifestyle as it relates to productivity.

Management Priorities

- Coordination of project life cycles, resource management, and expectations across departments and project scopes.
- A focus on best practices and process optimization to promote team efficiency and consistency.
- Implementation of adaptive strategies for project management including dynamic blends of Agile and Waterfall methodologies.
- Diligent awareness and management of project scope and budgetary requirements.

Technical Knowledge

Experienced in: JavaScript, Vue, React, d3, jQuery, PHP, Laravel, UI/UX best practices, Photoshop, Illustrator, various CRM platforms with integration (including HubSpot, Salesforce, Zoho, Zendesk, and Infusionsoft), API development best practices, Git, Google Analytics, Facebook Analytics, Hotjar, most standard e-commerce solutions (including Shopify, WooCommerce, and Magento), WordPress (including custom plugin and theme development), PayPal and Stripe integration, and SQL.

Worked With: C#, VB, Flutter, Dart, Adobe Premier, Adobe After Effects, Adobe Flash



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Work History Overview

Experienced Product Developer, Designer, and Software Engineer able to juggle multiple products and interface with various departments. Meeting business needs rapidly and cost effectively while managing resources, human capital, and budgets collectively. Able to guide teams through each step in the product development cycle and communicate internally and externally to set clear expectations and milestones.

Experience

2023 ● **Director of Software Engineering**

Bellhop

- Helped coordinate and plan the development of a proprietary alternative to Salesforce which facilitates nearly all internal operations at Bellhop today.
- Coordinated and guided efforts between Web, Mobile, Platform, and Data teams.
- Worked closely with the Product team to organize and plan our product road map as well as establish communication and reporting mechanisms for continually improving engineering velocity and consistency.
- Designed and implemented new project management processes and practices for all teams which significantly increased overall efficiency throughout Product Development.
- Mentored Senior Engineers and helped them further develop their careers through hand on coaching and the distribution of exercises emulating both experiences of key leadership positions as well as anticipated engineering challenges.

2022 ● **Senior Engineering Manager, Web and Mobile**

Bellhop

- Coordinated efforts for consolidating client facing teams (Web and Mobile)
- Worked closely with Design and Product teams to orchestrate improved user experiences and interface design for internal tooling.
- Helped design architecture and the implementation of technologies for large scale partnerships with major brands.
- Lead efforts in reshaping internal processes and teams for improved velocity in engineering and product development.
- Lead the implementation of A/B testing and feature flagging solutions throughout our products.
- Designed and built a proxy-API for the client teams via ExpressJS which served as a middleware layer for reshaping data from monolithic endpoints without the need of Platform support. This unlocked a significant level of self-service within the client teams keeping them unblocked for longer periods of time.

Continued



Work History Continued

2021 ● **Director of UX, Design, and Software Engineering**

FreightWaves

- Helped build and lead an award winning software team. I helped in the realization of the product vision through coordination of the design, user experience, and software development efforts.
- In managing and growing multiple teams, I spent much of my time coordinating communication and advancement of product goals across departments.
- I helped designers and product owners explore product user flow and user feedback. I worked alongside sales and customer success teams to strategize our marketing and customer acquisition efforts as well as worked with our Chief Technology and Chief Product Officers to define and plan our product road map.
- I outlined our project management strategies and facilitated sprint grooming sessions.
- I provided training sessions for developers in complex technologies and data visualization libraries such as d3 as well as designed all front end architecture, caching strategies, and performance optimizations.
- Finally, I defined and designed our product component library, design language, and style guide.

2019 ● **Founding Engineer and UI/UX Designer**

FreightWaves

- Managed and worked on the largest logistics news and media site in the country and the companies flagship SaaS platform.
- Migrated antiquated jQuery framework used for the PoC to a modern Vue stack.
- Coordinated efforts across 5 departments (Product Development, Marketing, Sales, Data Science, and Backend Development).
- Designed and implemented project management workflows for multiple departments (Product, Marketing, and Development teams).
- Facilitated the migration from third party development team to fully internal development team after our initial PoC.
- Designed and developed user interfaces and user experiences.
- Developed custom Wordpress plugins and themes for the company site to interface with SaaS product API and analytics tracking.
- Managed large scale database migrations across platforms and data structures (Drupal to Wordpress and PostgreSQL to SQL)

Continued



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Work History Continued

2018 ● **Product Manager and Full Stack Developer**

Applied Imagination

- Worked directly with clients and managed all stages of product development including client discovery, wireframing, mockups, full stack development, deployment, and continuous support.
- Worked on large scale websites, e-commerce sites, and SaaS applications for clients including Yamaha Motor Sports, Rooms to Go, Toto USA, and partner programs for Walmart.
- Implemented A / B testing strategies and dynamic content delivery to create customized user engagements.
- Helped with development on the companies custom "core" internal development platform and custom administrative systems platform.
- Developed for backwards compatibility to support archaic browsers and email platforms.
- Converted a Georgia State University Psychology Department program site for ADA AAA level compliance.

2012 ● **Marketing Director and Full Stack Developer**

F2F Transport

- Developed marketing strategies for company growth.
- Implemented modern web systems and technologies to automate marketing processes to reduce staffing requirements and optimize cost effectiveness.
- Designed and developed a web system for integrating Zoho CRM, Google Analytics, and Facebook tracking pixels to target, track, and convert leads with little human intervention.
- Designed company on-boarding pipelines to increase marketing funnel volumes and conversion ratios.
- Facilitated the growth of the company fleet from 15 to over 100 drivers in 3 years contributing to the sale of the company.

2011 ● **Graphic Designer and Illustrator**

Self Employed

- Worked with clients to develop branding strategies.
- Designed logos, websites, and marketing material.
- Illustrated banner, promotional flier, and apparel assets.