**Ryan Ayala**

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**Summary**

I am an empathetic and highly collaborative mixed methods UX Researcher with over 10 years of experience. I use both qualitative and quantitative research methods to keep processes and products focused on users and to gain deeper insights into what users think and do. My expertise lies in combining rich user observations with actionable statistical data to provide a comprehensive understanding of the user and drive impactful product decisions that will improve the overall user experience.

**SKILLS**

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| --- | --- | --- |
| * Ethnographic Field Studies * Heuristic Evaluations * Personas * User Stories * Empathy Maps/Journey Maps | * Benchmark Testing * AB Testing * Card Sorting * Click Testing * Surveys/Questionnaires | * Usability Testing * Prototyping * User Zoom/User Testing * Figma * Google Suites |

**EXPERIENCE**

**Los Alamos National Laboratory** | UX Researcher Los Alamos, NM | April 2023 – July 2024

* Lead discovery session meetings with stakeholders to ensure goals and objectives are aligned with that of the UX team
* Create, implement, and analyze testing results from over 570 participants using a variety of qualitative and quantitative testing methods to assist with redesign of external website, and improve overall user experience while accounting for accessibility and leading industry standards
* Collaborate with designers and developers to iterate on designs based on user feedback, resulting in a 22% increase in average task completion rates, 25% decrease of average task completion time, and overall average decrease of clicks needed for completion of task
* Create personas, empathy maps, and user journeys to identify and represent the target user base
* Conduct moderated user interviews with dozens of employees to gather qualitative data such as key user insights as well as user pain points that were utilized for redesign of internal site design and content to improve the overall user experience

**Mansfield ISD** | UX Researcher/Instructional Designer Mansfield, TX | August 2019 – August 2022

* Conducted surveys & in-depth interviews with users to gather actionable insights that increased concept mastery of mathematical concepts by over 30%
* Created personas to understand users at different needs and adjusted the user experience to account for gathered data
* Increased the positive attitude towards math and concept understanding (42% to 81%) for users by leveraging gathered data from formative evaluations, summative evaluations, and interviews
* Leveraged qualitative and quantitative data to inform project decisions to decrease the anxiety, stress, and negativity that users felt towards exploring mathematical concepts (53% to 21%)

**Irving ISD** | Instructional Math Lead Irving, TX | August 2012 – August 2019

* Collected and aggregated data by conducting over 100 formative and summative assessments and over 500 user surveys to benchmark data and assist in content mastery from 15% to 54%(growth) and content understanding from 48% to 99%(growth)
* Created personas and user journeys to understand different user needs and adjust the user experience to account for gathered data
* Conducted over 500 moderated and unmoderated user interviews to gather comprehensive data on users’ learning styles, misconceptions, and content gaps
* Ensured equitable learning experiences for all students by creating differentiated user centered lessons based on data collected from user interviews, user surveys, and diary studies.

**FREELANCE PROJECTS**

**Pedigredients** | UX Researcher August 2022

* Conducted competitive audit, Identified Growth opportunities, and heuristic evaluations
* Created empathy maps, user stories, guides, scripts, and personas
* Conducted usability testing, user interviews, and iterated designs based on usability data
* Created paper/digital wireframes, Lo-Fi/Hi-Fi prototypes, identified impact and next steps

**Change for Change** | UX Researcher October 2022

* Created and conducted moderated and unmoderated user interviews and surveys
* Utilized information gathered from stakeholder meetings to create empathy maps, user stories, guides, scripts, and personas
* Designed paper/digital wireframes, Lo-Fi/Hi-Fi Prototypes, identified impact and next steps

**EDUCATION**

**University of Texas at Arlington**, Arlington, TX 2006 – 2010

Bachelor’s degree in Education - Mathematics

**CERTIFICATES**

**UX Design Certificate** August 2022 – October 2022

Google

**UX Certificate of User Research, UX Master Certificate** September2023

Nielsen Norman Group