RYAN CONNOLLY

WEB & UX Designer

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SKILLS

Responsive Web Design - User Experience - Customer Experience - Visual Design - ADA Compliance - Adobe Creative Suite - Figma - HTML5 - CSS3 - Content Management

WORK EXPERIENCE

Web & Digital Designer   **Mar 2024 - Present**

Solera - Remote

- Drove digital marketing initiative completion of 35 OEMs from 14% to 83% in first 60 days and developed templates greatly enhancing future efficiency.
- Designed ADA-compliant websites for auto groups ensuring optimal user experience and accessibility across devices.
- Created promotional graphics for luxury car brands, enhancing online marketing and brand visibility.
- Conducted website maintenance, including bulk compliance updates, content updates, and design refreshes, for dynamic dealership presence.
- Improved customer experience with interactive model preview module for bulk website, showcasing trims, colors, and packages.

UX Designer (Internship)   **Oct 2023 – Mar 2024**

Biasly - Remote

- Wireframed and Prototyped for iterative website redesign which influenced design decisions and finalized layout.
- Conducted surveys and presented stakeholders with research findings to troubleshoot pain points for user-experience improvements.
- Enhanced high-fidelity mockups with user research findings, resulting in easier navigation, increased user satisfaction, and retention.

EDUCATION

Pennsylvania State University, University Park - *BFA in New Media*

Aug 2020 - Dec 2023

Chi Phi Fraternity - THON Weekend Chair

- *Collaborated with a small team to raise over $150,000 benefitting pediatric cancer within two years, setting new all time record.*