

RYAN GERAGHTY

PRODUCT/UX LEAD

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Product Designer turned UX Lead, building a unified ecosystem of products for mobile and smartwatches. UX focused for 4 years, a proven problem solver for 8 with over 35 products brought to market.

TOOLS



Sketch



Figma



InVision



XD



Illustrator



Photoshop



InDesign



After Effects



SolidWorks



Rhino



Keyshot

SKILLS

Verbal presentations

Ethnographic and trend research

Tablet and paper sketching

Conference and event coordination

Copywriting

PATENTS

D661949, D803079, D822475, & D830856

EDUCATION

B.F.A. in Industrial Design

University of Notre Dame

ACCOLADES

IDSA Midwest Merit Award Winner

1st place — 2012

International Housewares Association

2011 Finalist

FOSSIL GROUP | SENIOR PRODUCT DESIGNER/UX LEAD

Feb 2017-Mar 2021

Garnering attention in the competitive smartwatch market, I **led all UX development** for Wear OS by Google and iOS/Android phones, ensuring style and experience consistency for **11 global brands across 5 platforms**. Especially when working with such small, circular interfaces, understanding both software and hardware desires and limitations was essential in creating the more holistic product experiences that make Fossil stand out.

To address unresolved customer complaints about Wear OS, I designed 3 watch apps that helped **increase battery life beyond 24 hours** without losing functionality and improved UX/UI issues with system apps.

With upwards of 20 smartwatches launched each year, I built and managed 5 formal systems for product development across all teams, improving collaboration and approvals. These included one for watch face creation that **cut total development time by over 75%** and one for CAD file management that **saved 2 months of development time and reduced costs by over 20%** on average.

Fashion was the key differentiator for our products, so I frequently conducted user research utilizing interactive prototypes before consulting with each brand team about emerging trends and assisted in the creation of their watch faces, branded apps, and even 3D models as needed to assure prompt and high quality turnaround.

As Fossil continued to merge technology with more traditional watch form factors, I created 3 separate GUIs for developing hardware platforms to provide optimal UX for each unique product – **2 of which were absorbed by Google** for use across Wear OS.

MISFIT | PRODUCT & INDUSTRIAL DESIGNER

Aug 2014-Feb 2017

With the success of the Misfit's first product launch, I was brought on to help define the brand identity amongst the throng of emerging fitness trackers with new hardware, UX, and apps. In total I helped take **13 products to market**, leading design on 5 and ranging from smartwatches to connected light bulbs, resulting in our sustained presence amongst our competitors and ultimate acquisition by Fossil Group.

Inherently minimal in functionality and interface options, creating compelling UX for Misfit devices required a deep understanding of all technical limitations. By working closely with both mechanical and software engineers, the simplicity of the original product's tap interface was maintained and can be traced through Misfit's products even as their technical complexity increased.

Being a small startup team, I wore many hats at Misfit including conference coordinator and booth designer, copywriter, product marketing assistant, and manufacturing liaison, all of which helped inform my holistic approach to design.

DEAP DESIGN | JUNIOR DESIGNER

Aug 2012-Aug 2014

As a design firm primarily working with Kohler – a company steeped in traditional practices – I helped update the CAD development approach to bridge the gap between engineering and design, reducing revision cycles by half, all the while assisting in ideation, concept sketching, physical prototyping, and presenting to upper level management.

BLACKAPPL | CONTRACT DESIGNER

Jan-Dec 2013

Acting as an all-encompassing design resource for emerging startup companies, I worked closely with CEOs and engineers to understand and elevate their ideas with design. From concept sketching to CAD modeling, to copywriting and even branding, I helped take multiple projects from prototype boxes to refined products being discussed by TechCrunch and the San Francisco Chronicle.

ASSOCIATION FOR CRAFT PRODUCERS | DESIGN INTERN

May-Aug 2011

Given the opportunity to volunteer my skills to Fair Trade artisans in Kathmandu, Nepal, I immersed myself in their techniques and shared my design insights to develop over 20 copper, wood, and ceramic locally-sourced products directed at global markets.

Freelance UX/UI and ID work for the clients below:

Ayda – San Francisco, CA

Swapbox – Palo Alto, CA

SoundFocus – San Francisco, CA

EarLens – Redwood City, CA