

RYAN WOLTER

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SUMMARY

Product design leader with 13+ years of experience building and leading UX and product design teams across automotive, e-commerce and marketplace companies. Scaled design through hyper-growth at Carvana, shaped customer experience strategy at Ford, and led an AI-enabled design organization at ZipRecruiter.

EXPERIENCE

Senior Director of Product Design

09/2024 – 10/2026

ZipRecruiter

- Led the Product Design organization, setting design vision and strategy across ZipRecruiter's products
- Drove adoption of AI-assisted design workflows, using tools including Claude Design, Lovable and Figma Make to accelerate prototyping and concept exploration
- Managed and developed a team of product designers, fostering craft, collaboration and career growth
- Briefed senior leadership regularly on design initiatives, progress and priorities

Director of XD Strategy, Ownership

10/2022 – 09/2024

Ford Motor Company

- Led multiple projects with cross-functional partners including User Insights and Creative Tech
- Identified new opportunity areas and established dedicated teams to explore and shape concepts
- Delivered weekly updates to senior leadership on Ownership initiatives, ensuring alignment across stakeholders
- Translated discovery research into strategic frameworks guiding multiple workstreams
- Owned detailed customer journey maps and service blueprints

Principal Product Designer

01/2022 – 10/2022

Outdoorsy

- Managed a small team of product designers
- Owned Outdoorsy's design system, defining the design tokens that drove consistency and efficiency
- Redesigned team meetings and rituals to improve productivity and collaboration
- Partnered with an external agency to redefine the product's UI in line with best practices and marketing goals

Director, User Experience

05/2018 – 01/2022

Carvana

- Defined the user experience vision and kept it consistent across Carvana's consumer and internal products
- Focused on growth and product initiatives including conversion, checkout flows, SEM/SEO, lifecycle campaigns and the design system
- Managed a team of UX designers, UX researchers and UX writers
- Served as UX leader through a period of hyper-growth and expansion

Lead Experience Designer

01/2017 – 05/2018

Carvana

- Built a UX-focused team within an established organization and established workflows for integrating user feedback
- Executed UX analyses including heuristic evaluations, analytics dashboards and user testing
- Served as UX and product advisor to C-level executives

Lead Experience Designer

05/2015 – 01/2017

Saatchi & Saatchi LA

- UX lead on Toyota.com and Toyota Owners, presenting UX recommendations to clients and stakeholders
- Collaborated with copywriters, producers, creative directors and strategists; advised on user test plans

Senior Experience Designer

11/2013 – 05/2015

Saatchi & Saatchi LA

- Executed competitive audits and developed user flows, wireframes, annotations and high-fidelity prototypes for Toyota initiatives

SKILLS

Design Leadership	Team structure and career development, stakeholder and executive relations, presentations
Strategy & Research	User research, customer journey mapping, service blueprints, design thinking workshop facilitation
Craft & Systems	Wireframing, user flows, red routes, prototyping, design systems
AI in Design	AI-assisted design workflows; prototyping with Claude Design, Lovable, Figma Make

EDUCATION

California Polytechnic State University, San Luis Obispo | Bachelor of Science, Applied Art and Design