

Ryan Spitzel

Product Designer | UX/UI | Front-End Developer

Los Angeles, CA | (714) 824-0515 | rkspitzel@gmail.com | [linkedin.com/in/rspitzel](https://www.linkedin.com/in/rspitzel) | rspitzel.com

PROFESSIONAL SUMMARY

Product Designer with 8+ years of experience designing and shipping digital products from concept to launch. Experienced in UX research, interaction design, design systems, prototyping, front-end development, and cross-functional collaboration. Founder of Pluvi, an iOS SaaS platform for independent musicians, where I led the complete product lifecycle from product strategy and UX/UI design to engineering, App Store launch, subscriptions, analytics, and iterative feature development.

SKILLS

- **Product Design:** Product Strategy, Mobile Product Design, UX Research, User Flows, Information Architecture, Interaction Design, Wireframing, High-Fidelity UI Design, Prototyping, Design Systems, Responsive Design, Accessibility
- **Research & Methods:** Usability Testing, Product Analytics, Feature Prioritization, Agile, Cross-Functional Collaboration
- **Tools & Development:** Figma, Adobe Photoshop, Illustrator, InDesign, HTML, CSS, JavaScript, jQuery, Git

EXPERIENCE

Founder, Product Designer & Developer | Pluvi | Jun 2025–Present

- Designed and launched an iOS SaaS app centralizing music releases, shows, merchandise, artist tools, and analytics, reaching 100 downloads in its first week.
- Led end-to-end product design spanning UX research, information architecture, wireframing, prototyping, high-fidelity UI, and usability testing.
- Engineered the app using HTML, CSS, JavaScript, and Capacitor, with a Supabase backend and database.
- Built a scalable design system across onboarding, artist profiles, analytics, commerce, and release management.
- Prioritized the roadmap using user feedback, usability insights, and product analytics to drive continuous improvements.
- Designed subscription onboarding, account management, paywall, and retention experiences, then launched through Apple's App Store review process.

Product & UX Designer | Freelance | Sep 2023–Present

- Designed websites, digital products, and brand experiences from discovery through implementation.
- Created user-centered interfaces, prototypes, and design systems across multiple industries.
- Partnered directly with clients to define goals, gather feedback, and deliver polished digital experiences.

Project Manager & Graphic Designer | ICF Next | Jun 2017–Sep 2023

- Led cross-functional teams delivering 100+ digital projects annually across design, engineering, analytics, and strategy.
- Designed user-centered digital experiences, visual systems, and reusable UI components for national campaigns.
- Produced two ADDY Award-winning campaigns with multidisciplinary creative teams.
- Created scalable design systems, templates, and workflows that improved consistency and production efficiency.
- Presented design concepts and project strategy to stakeholders while managing project timelines, scope, and execution.
- Collaborated with writers, strategists, and developers to translate complex information into intuitive digital experiences.

EDUCATION

James Madison University

Bachelor of Arts (B.A.) | Graphic Design & Front-End Web Development