

# Ryan Spears

## Service Design

✉ Ryanspears.design@gmail.com ☎ (972)757-5009 🖱 <https://www.ryanspears.design/>

in <https://www.linkedin.com/in/ryan-spears-b78a07153/>

### Professional Experience

---

#### Design Research | Design,

Deloitte at SCADpro (Under NDA)

Spring 2023

- Created the concept and UI for a dashboard design that would replace and streamline the process of Scheduling space launches
- Headed secondary/primary research efforts by creating core research plan, research questions and facilitating interviews with subject matter experts
- Constructed ecosystem map and stakeholder map to provide team with literacy on space launch systems
- Applied service blueprint framework to showcase how our deliverable would change the current state system
- Conceptualized major design features that guided UI design team towards our final deliverable
- Presented to Deloitte during first and midpoint project check-ins and handled Q&A

#### Generative AI Design Research Lead, SCADask X SCADpro

Fall 2023

- Led primary research team that conducted over fifty short form interviews with students and faculty
- Led powerful questions workshop with my design team to inspire intention-driven question-asking on our surveys and interviews
- Collaborated with survey team to distill insights from well over one thousand qualitative and quantitative data points
- Taught AI prompting best practices during SCADextra AI workshop
- Designed slide deck and presented for first client check-in

### Academic Projects

---

#### Perc Coffee shop: Systemic innovation Project, Service Design

Fall 2023

- Conceptualized innovation of Perc's Savannah location through wholistic service-oriented design frameworks
- Utilized concepts such as user ecosystem mapping, journey mapping, Business model canvas, jobs to be done, and Service Blueprint
- Focused efforts towards balancing an exciting final solution to fit stakeholder, business and technology goals by designing in tandem with existing technology/architecture and derelict membership service
- Presented our final Service solution in front of C.E.O of Sidekick and a Designer at Google

#### Workshop Facilitator, SCAD StartUp

January 2024

- Created an original workshop for one of SCAD's largest in house competitions (sponsors have included Google, YouTube, Gulfstream, Lenovo)
- Facilitated UX research workshop with an experience catered towards helping students start their research process during a design sprint
- Prepared materials and slidedeck to create an experience that would be helpful for beginners and non designers as well as act as a help session for more advanced students

### Education

---

**Master of Fine Arts: Service Design,** Savannah College of Art and Design

Expected graduation: fall 2024

**Bachelor of Arts: Communications,** University of Lynchburg

2018

### Skills

---

Figma

Adobe Creative Cloud

Miro

Adobe Premier

Qualtrix

After Effects

Megaphone

Excel