

RYAN PHILLIPS

Bentonville, Arkansas 72712 | (918) 404-3445 | phillipsry@icloud.com |
www.linkedin.com/in/ryanphillipsdesign | ryanphillips.design | quilldesignsystem.com

SUMMARY

A UX Designer and AI & design systems leader with 15+ years of experience building products, component libraries and driving cross-functional design quality at both agency and enterprise scale. Received recognition and numerous awards for designing and solving complex problems for large-scale consumer product experiences. Known for having an attention to detail, passion for exceptional user experience and translating design concepts into clear, compelling narratives that align stakeholders and accelerate decision-making. Adept at identifying opportunities to drive efficiency and innovation by streamlining workflows, increasing speed, improving consistency, and strengthening collaboration across business, product, and engineering teams.

Demonstrates the ability to work independently and uses AI intentionally to design & manage a diverse product portfolio. Prioritizes the delivery of human-centered solutions informed by user data, usability heuristics and design principles, that align cross-functional stakeholders and generate measurable impact across complex organizations, including improved adoption, faster delivery, and enhanced user outcomes. Influences across the organization as a thought leader, bridging design and engineering by cultivating a collaborative team approach to build synergy, excitement and purpose around the impact the work has on end-users. A strategic thinker and leader in UX research, rapid prototyping, and executive storytelling. Known for operational excellence and being a valuable partner that maintains stakeholder loyalty, applying critical thinking in decision-making, and using design & systems thinking to elevate collaborative team performance and product excellence to support organizational success.

DESIGN & SYSTEMS TOOLS

Figma | Paper | Loveable | Design Tokens | Theming | Component Documentation | Functional Specifications | Storybook | Accessible Design | Design Ops | User Testing

ENGINEERING & AI TOOLS & LANGUAGES

Figma CodeConnect / Figma MCP | HTML & CSS | JSON | CSS | VS Code | Cursor | Builder.io | Vercel | Linear | ClickUp | Claude Code | Claude Cowork | Claude Design | ChatGPT | Gemini | Hermes Agent | Obsidian | VS Code | Supabase | Storybook | Public Design Systems | Greptile | Agent Looping | Agentic Engineering | Skills | MCP | Plugins

EXPERIENCE

WALMART GLOBAL DESIGN Staff UX Designer

Bentonville, Arkansas
2025-2026

- Built and delivered a framework for three design subsystems (Campus Tech, Associate Tech, and AI Tools), including governance, acceptance criteria, contribution model; piloted and adopted by 12 designers across all portfolios.
- Designed the AI Innovation Lab, an internal platform that allowed associates to publish AI prototypes to an SSP-approved production environment, where they could test and validate their app solutions before graduating them for use across the enterprise.
- Designed the AI.Walmart usage-metrics experience to be used by individuals, teams, and executive leadership to track AI token spend and model usage across the organization, shaping how the company governed AI adoption at scale.
- Partnered with engineering and key AI leaders on developing AI-accelerated design-to-production workflows (Builder.io, Code-gen and MCP tooling), pushing for a tiger team to pressure-test the feasibility and efficiency gains in order to influence across the design org.
- Led 15 training sessions for design teams to help designers improve the quality of their craft and increase adoption and usage knowledge of enterprise design systems. Those trainings resulted in faster onboarding for new designers, fewer one-off pattern requests, and more consistent design reviews.
- Drove cross-functional alignment by pairing design craft leadership with product management fluency, facilitating workshops to connect ideas early, contributing to PRDs and roadmaps, and shaping feasibility and backlog prioritization conversations so design had a seat in planning, not just execution.
- Helped shape team culture with a servant leadership and service leader mindset, always being eager to support other designers and share knowledge to help shape their growth and inspire their curiosity to further their design craft.

WALMART GLOBAL TECH
Senior UX Designer

Bentonville, Arkansas
2022-2025

- Championed and mentored a team of four designers defining the future digital campus experience for the Me@Campus app, setting the design vision and quality bar from concept through delivery, while at the same time energizing teams through change.
- Owned design strategy across the U.S. People domain and portfolio that included benefits, offer creation, and pre-boarding / onboarding which served 2.1 million U.S. and international Walmart associates.
- Led the redesign of Walmart's benefits enrollment application, eliminating friction points across core flows and streamlining the experience for millions of associates during annual enrollment.
- Designed the Offer Development Tool, enabling recruiters to build executive job offers significantly faster by replacing a manual, error-prone process with a guided workflow.
- Recognized by research leaders as a champion for generative and evaluative research which included user interviews, design thinking workshops, usability studies, surveys and rapid guerrilla testing, embedding continuous user feedback into the team's design process.

WALMART GLOBAL TECH
UX Designer

Bentonville, Arkansas
2019-2022

- Modernized core associate-facing digital products used daily across Walmart's workforce, replacing legacy tools with experiences designed around how associates worked. Collaborated with multiple teams of engineers and designers to help bring new applications to market that increased efficiency and provided associates with engaging experiences that reduced friction in daily work.
- Led design and site visits for research to conduct usability testing for two of Walmart's core global learning platform experiences, "Walmart Academy" and "ULearn," embracing ambiguity at times but communicating with the right partners to navigate through it.
- Led design and collaboration with engineers from Workday, Salesforce, IBM, and Western Governors University (WGU) for a White House initiative to develop a Learning Employment Record (LER) to turn worker's skills into credentialed badges that could be stored on the blockchain in a digital wallet that could go toward college credits to earn a degree. My work was demoed during the [7th American Workforce Policy Advisory Board](#) with board members in attendance from Apple, Lockheed Martin, Textron, National Retail Federation, American Hotel and Lodging Association and others.

WALMART GLOBAL TECH
Associate UX Designer

Bentonville, Arkansas
2018-2019

- Designed both in-store and club experiences for associate applications. Led the design of "My Learning", a personalized learning experience that adapted content recommendations based on user role and progress, an early exploration into personalization-driven design at Walmart and Sam's Club.
- Designed and released 'Challenge Me', a learning retention application for Sam's Club members and Supply Chain associates supporting in-store associate learning across the country.
- Conducted UX design and UX research, including usability tests and interviews with associates in stores, clubs and distribution centers to understand and build out store journeys and club journeys that helped define the user experience.

HOT COFFEY DESIGN
Product Designer and Front-End Developer

Bixby, Oklahoma
2015-2018

- Designed and prototyped applications across mobile, tablet, and desktop, adapting experiences to each platform's interaction patterns and constraints.
- Established a repeatable UX process across client engagements, bringing structure to discovery, design, and delivery for consistent results that could scale with agency growth..
- Delivered end-to-end design artifacts - wireframes, interactive prototypes, and high-fidelity UI, taking client projects from concept to developer-ready handoff packages.
- Ran client usability studies and led stakeholder reviews, translating research findings into insights and data sets to help define design decisions upon which clients could act.
- Worked in HTML / CSS alongside engineers to ensure 1:1 implementation by using frameworks such as Bootstrap, React, and PHP for client applications and websites.

ADDITIONAL EXPERIENCE

POWERPIXEL, Tulsa, Oklahoma, **Founder and UX Designer**, 2011-2015. Founded and ran a UX design & consultancy business that served clients across industries and geographies. Owned branding, marketing and every stage of the product delivery cycle, from product scoping and strategy to wireframes, prototyping, QA, and launching to production.

EDUCATION

CORNELL UNIVERSITY, **Design Thinking Certificate**, Online. Completed a three-month intensive program focused on human-centered design, innovation, and problem-solving.

- Applied design thinking frameworks to real-world business challenges.
- Conducted user research and prototyping exercises.
- Developed innovative solutions by using structured ideation methods.

As an autodidact I possess equivalent professional experience in lieu of a traditional degree, as supported by 15+ years of product design practice and professional certifications.

PROFESSIONAL DEVELOPMENT

UX Certification, Nielsen Norman Group

Into Design Systems Conference, 2025

Design Systems: How to Craft Successful Components, IxDF - Interaction Design Foundation

Design Systems: How to Write Documentation People Will Actually Use, IxDF - Interaction Design Foundation

AI for Designers, IxDF - Interaction Design Foundation

Second Brain Workshop, Pareto Talent

AI Workforce Bootcamp - Agent Building

Claude Code Bootcamp, VCI - Vibe Coding Incubator

Claude Cowork Bootcamp, VCI - Vibe Coding Incubator

AFFILIATIONS

Member, ChAI Global

Member, IxDF - Interaction Design Foundation

Member, Into Design Systems Community

Founding Member, VCI - Vibe Coding Incubator

DESIGN SKILLS

Design Systems | Usage Documentation | Versioning | AI Fluency | Design Leadership | Influence Operations | Cross-Functional Collaboration | Conversational AI | Qualitative Research | Quantitative Research | Design Thinking | Systems Thinking | Workshop Facilitation | Design Ops | Data-informed Decision Making | Contextual Inquiries | Process Optimization | Personalization Patterns | Gestalt Subsystems | Quality Audits | Knowledge Model | UX Design | Product Design | User Research | Usability Testing | Wireframing | Prototyping | Storyboards | Interaction & Visual Design | Journey Mapping | Information Architecture | Mobile & Responsive Web Design | Agile / Sprint Planning | Design Sprints | Stakeholder Management | Behavioral Design | Token Strategy | Deprecations | Migration Plans | Component APIs | Interaction States | Articulating Design Decisions

IN THE MARGINS - SIDE PROJECTS & EXPERIMENTATION

Quill Design System: An Automated Agentic Design System | Built a production-ready design system with a CLI-installable component registry using Next.js, React, TypeScript, and Tailwind. This system consists of UI components and patterns styled with a 4-tiered token layer and features automated WCAG 2.1 AA accessibility testing. A machine-readable catalog allows AI coding agents to generate on-brand UI, while a self-healing CI pipeline based on the MAPE-K framework automatically audits for drift, monitors repositories for new patterns, and submits its own corrective pull requests.

Agent Command Center: Agent-Driven Product Development | End-to-end product development process that is human-initiated and agent driven & validated w/ human-in-the-loop at critical decision-making junctures. Agentic loops inherent for each agent role that include self-learning based on feedback and dual QA loops for visual & PR code reviews to catch/fix bugs and meet the criteria of achieving a quality index score of 5/5 before deployment.

Agent Trust Factor Scoring | Built a 'Trust Factor' scoring system that weights evidence volume against recent consistency to provide users a confidence indicator that signals when an autonomous AI agent has earned enough trust to be able to run more autonomously.

Auto-scaffolding Custom Design Systems | Built a skill that produces a complete design system that include design tokens, accessible React components, automated test suites, and CI pipelines. Inspiration can come from an existing website, images, or Figma file to analyze styling characteristics which in turn become the foundation to define tokens, with guardrails that ensure that color tokens are adjusted to ensure they are not using any source's existing brand colors.