

Bryan Shi



bryanshi.com

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Lead Product Designer

Experience

Lead Product Designer | Ripple

Jan 2020 - Present • San Francisco, CA

- Lead the initiation, design, development, and implementation of the Ripple design system that supports all enterprise products. Developed guidelines for component design and system maintenance by partnering with visual design and engineering.
- Lead the UX vision and strategy for crypto liquidity products. Collaborated with Product, Engineering, Finance, and other cross-functional teams on strategy, research, roadmap, and drove product from conception to launch.
- Lead the design of enterprise and developer products, including a sidechain wallet, ledger explorer, enterprise payment interfaces, operational tools, and documentation.
- Drive the integration of product design processes with Product and Engineering to enhance the application of user-centered and research-driven methods, and developed a framework for design measurement.

Product Designer | UpNest (acquired by Realtor.com)

Mar 2016 - Jan 2020 • Burlingame, CA

- Led the development of the company's first app, launched iOS and Android apps in 6 months.
- Led the research, redesign, and iterations of the realtor dashboard and proposals, participated in front-end development, resulting in an increased conversion rate of 24% within two months after initial release.
- Developed component-based lead generation pages and request flows, increased the request completion rate by 38% in four months.
- Redesigned internal tools to boost request handling capacity by 538% within 13 months.

Architect | Goettsch Partners

Dec 2013 - Mar 2015 • Chicago, IL

- Led the design for over 30 international commercial complexes and high-rise offices by successfully executing a wide range of design activities, including conceptualization, schematic design, and design development.
- Developed guidelines for organizational 3D printing and lab management.

3D Artist | Tronic Studio

Jul 2012 - Nov 2013 • New York, NY

- Created 3D content for metaverse, games, NFTs, and hybrid installations with clients worldwide including Lacoste, MoMA, and General Electric.
- Led the development of creative briefs, shooting guidelines, and production pipelines. Drove technical and organizational strategy in project management.

Education

Master of Science in Design

Columbia University

2011 - 2012

Bachelor of Architecture

Shanghai Jiaotong University

2006 - 2011

Skills

Design

Design System

Product Strategy

Persona

Journey Mapping

Storyboarding

Rapid Prototyping

Competitor Analysis

Usability Testing

Information Architecture

Technical

HTML

CSS/Sass

JavaScript

React Native

After Effect

Arduino

3D Printing

Certifications

Blockchain Business Model

Duke University / Coursera

2020

Machine Learning

Stanford University / Coursera

2020