

Ren Blanding

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Skills

Wireframing, UX Research, Prototyping, User Interactions, Animations, User Interviews, User Testing, User Flow Mapping, Agile/Scrum methodologies, Visual Design, Web Design, Website Redesign, Data Analytics, Typography, Responsive Design, User Testing, User Research, Design Systems, Stakeholder Communications

Software

Figma, Axure RP, Adobe Photoshop, Adobe Illustrator, Adobe XD, Adobe After Effects, Adobe Creative Suite, JIRA, Confluence, Asana, Miro, HTML5/CSS3, SASS, Bootstrap, Tailwind CSS, JavaScript, GA4, Git, UserTesting

Experience

November 2023 - Present

UX Designer - Keurig Dr Pepper | Chicago, IL

World-renowned beverage company famous for their K-Cup technology.

- Leading redesign of Keurig's design system, unifying branding styles and UI component library for the e-commerce site and mobile app in collaboration with the front-end development team
- Designed smart brewer, mobile app UI, and updates for 5 Keurig smart brewer devices
- Tested user flows for Keurig's specialty coffee brewers using Figma prototypes and UserTesting software

October 2022 - May 2023

UX/UI Designer - Adage Technologies | Chicago, IL

eCommerce web development agency that provides eCommerce/ SaaS solutions for clients in the arts and nonprofits. Clients included the American Academy of Pediatrics and Spartan Chemical.

- Designed user flows, prototypes and responsive desktop, tablet, and mobile wireframes for agency clients in medical education and eCommerce companies
- Delivered and presented UX design, strategic, and design system initiatives to clients and business stakeholders

June 2021 - March 2022

UX/UI Designer - Murphy's Magic Supplies | Rancho Cordova, CA

Murphy's Magic Supplies is the world's largest wholesaler of magic tricks and playing cards, with an eCommerce platform that generates ~\$20m in sales annually.

- Completed UX Assessment of the company using Heuristics, Analytics, Competitive Analysis, and Accessibility guidelines to create a company-wide web strategy outline for stakeholders
- Mapped UX Architecture of Murphy's Magic Site and consulted on next steps to update the site architecture

December 2020 - April 2023

Freelance Product Designer - Vala Supply | Remote

Vala Supply is an eCommerce retailer that sells keyboard products worldwide, in collaboration with a global network of other keyboard vendors and designers. Designed keyboard products on behalf of Vala Supply.

Education

California Polytechnic State University | San Luis Obispo, CA
Graphic Communication B.S.