Ryan Coughlin

207 590 5241 ryan@ryancoughlin.com ryancoughlin.com

Principal designer. I work with founders to get a product idea into customers' hands. At Reprise I own the product, the brand, and how we tell the story.

Experience

Reprise · Helping users tell better stories with their software

Principal Designer Feb 2024 - Present

- Work directly with the founders; sole designer, owning design, brand, and marketing.
- Own design for the whole product, 0 to 1 work included, and ship it myself.
- Build agentic-first systems for enterprise teams.

Waii · Acquired by Salesforce. Generative AI text-to-SQL API

Design Advisor (part-time) Dec 2023 - Jul 2024

- Advised co-founders and engineers on product direction; ran ideation and validation workshops that turned user feedback into UX improvements.

Robin · Workplace booking systems and analytics

Director of Design - Sr. Director of Design Sep 2020 - Feb 2024

- Shaped product vision through a shift to hybrid work; grew MAU by 18% and established the first engagement loops.
- Built a distributed team of 8 designers, with professional development and operations.
- Led the redesign of booking and scheduling products across 5 platforms.

Design Lead Mar 2018 - Sep 2020

- Led 4 designers through a shift in business direction; the company grew from one product to many.
- Designed the indoor map platform, a core offering used across all 8 platforms, and a floor plan management product for workplace admins.

Product Designer Jul 2017 - Mar 2018

- Joined as the second designer; worked with co-founders on product vision and pitch decks.
- Designed in-office kiosks; brought core functionality to Google and Microsoft platforms, enabling enterprise sales.

thoughtbot

Product Designer Oct 2014 - Jul 2017

- Led end-to-end product launches for pre-seed and early-stage start-ups, including technical implementation.
- Mentored co-founders and designers to build user-focused products with validated product market fit.

MojoTech

Product Designer Mar 2012 - Sep 2014

- Designed conceptual experiences for skunk works teams and delivered impactful portions of those concepts to market.

Education

Champlain College 2006 - 2010

Bachelor, Web Design and Development