

# RYAN CONNOLLY

WEB & UX Designer

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## SKILLS

Responsive Web Design - User Experience - Customer Experience - Visual Design - ADA Compliance - Adobe Creative Suite - Figma - HTML5 - CSS3 - Content Management

## WORK EXPERIENCE

### Web & Digital Designer

Mar 2024 - Present

Solera - Remote

- Drove digital marketing initiative completion of 35 OEMs from 14% to 83% in first 60 days and developed templates greatly enhancing future efficiency.
- Designed mobile-friendly and ADA-compliant websites improving accessibility and user experience.
- Created promotional graphics for luxury car brands, enhancing online marketing and brand visibility.
- Conducted website maintenance, including bulk compliance updates, content updates, and design refreshes, for dynamic dealership presence.
- Improved customer experience with interactive model preview tool showcasing trims, colors, and packages.

### UX Designer (Internship)

Oct 2023 – Mar 2024

Biasly - Remote

- Wireframed & Prototyped for iterative website redesign, influencing design decisions and finalized layout.
- Conducted surveys and presented stakeholders with findings to troubleshoot pain points.
- Enhanced Hi-Fi mockups with research findings resulting in improved navigation, satisfaction, and retention.

## EDUCATION

**Pennsylvania State University, University Park** - *BFA in New Media*

Aug 2020 - Dec 2023

*Chi Phi Fraternity - THON Weekend Chair*

- Collaborated with a small team to raise over \$150,000 benefitting pediatric cancer within two years, setting a new all time record.

## CERTIFICATIONS

**University of Michigan** - *UX Design: Concept to Prototype, Intro to UX Principles, User Needs, Evaluating Design*

April 2025

**Google** - *UX Design Process, Build Wireframes & Lo-Fi Prototypes, Early Concepts, Foundations of UX*

Jan 2024