



# RYAN LINSTROM

UX & PRODUCT DESIGNER

## EXPERIENCE

- **SENIOR PRODUCT DESIGNER**  
**STARZ / Lionsgate | SEP 2021 - Present**  
Lead designer on STARZ's Internal Apps team. Responsible for user interviews, usability testing, prototype design, and development handoff for STARZ internal tools. I developed a design system, a dark mode, and updated our design library to work with Figma's prototyping features.
- **SENIOR DESIGNER**  
**Access Marketing Company | JUN 2020 - AUG 2021**  
Responsible for developing a campaign style for our client's ABM campaigns. Designed emails, social posts, and landing pages to my client's brand standards while elevating their marketing messages.
- **CREATIVE DIRECTOR**  
**Bayard Advertising | OCT 2019 - MAY 2020**  
Responsible for the success of all creative projects, managed a small team of designers and developers and acted as a brand advisor for my client's recruitment campaigns.
- **CREATIVE MANAGER**  
**redT Homes | NOV 2018 - JUL 2019**  
Responsible for directing all branding and marketing efforts for our multi-family homes. Updated and re-launched the firm's logo, website, and print materials. Branded, built, and launched 12+ websites to promote new homes.
- **PRINCIPAL + MANAGING DIRECTOR**  
**Land + Sea Co. | SEP 2012 - JAN 2018**  
I started Land + Sea as a branding studio, offering naming and branding services to small business clients. We quickly grew into a boutique UX shop, offering content and visual design services to international corporations and non-profits. I started the company in 2012 and closed it down in 2018 to pursue full-time work.

- **UX DESIGNER / PRODUCT MANAGER**  
**Kraver | AUG 2015 - JUN 2016**  
Kraver was a food discovery bot that could deliver the food you "krave" in under an hour. I created the initial UI, branding, UX strategy, and the copy tone and voice.
- **CREATIVE LEAD / UX DESIGNER**  
**BeneFit | SEP 2013 - NOV 2014**  
Winner of New Orleans's Startup weekend, 2014 – BeneFit was an innovative new app that allowed you to donate the calories you lost to the causes you believe in. I managed a team of designers and developers and designed the app's UI and UX.
- **MARKETING & DESIGN COORDINATOR**  
**International Rescue Committee | APR 2011 - JUN 2013**  
Provided marketing coaching, web assistance, and graphic design services for refugee entrepreneurs in order to help them start or expand their small businesses.
- **COMMUNICATIONS ASSOCIATE**  
**Human Trafficking Center | SEP 2009 - JUN 2010**  
Responsible for branding/marketing of the Human Trafficking Center (HTC) at JKSI, the University of Denver. Led efforts on design, messaging, and design of all materials.

## EDUCATION & CERTIFICATION

- **B.A. International Studies**  
Biola University | Aug 2002 - May 2006
- **M.A. International Development & Human Rights Law**  
University of Denver | Aug 2008 - May 2010
- **Certified SCRUM Product Owner**  
SCRUM Alliance | Feb 2023

SEE SAMPLES & CASE STUDIES:

**ryanlinstrom.com**

STARZ



Walmart\*

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