RILEY HOONAN

DESIGN & TECHNOLOGY
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WORK EXPERIENCE

MATERIAL SECURITY	STAFF PRODUCT DESIGNER	DEC 2022 - CURRENT

Redesigned Material's core product offering to combine four SKUs for a more competitive single offering with a patent-pending IA. Established and ran user research.

COINBASE	PRODUCT DESIGNER II	SEPT 2021 - DEC 2022

Design owner for Coinbase financial crimes and compliance product suite. Led modernization of crypto tracking tools; brought new KYT ("Know Your Transaction") product to market.

SYSTEM	PRODUCT DESIGNER	JULY 2019 - JULY 2021

Launched alpha and beta. Ran user research and iterations for first OKR ("Users write to System.") Collaborated with engineering and data science to launch regularly, culminating in Series A.

SCHEMA	SR. DESIGNER IN RESIDENCE	OCT 2018 - APR 2019

Six month residency. Led user research (interviews and analysis), developed interaction models, wireframes, visual designs, and light code prototypes.

TERALYTIC	PRODUCT DESIGN LEAD	AUG 2017 - OCT 2018

Launched alpha and beta of soil health dashboard. Collaborated with TomorrowLab on soil probe iterations and improvements. Led user research sprints. Designed and built marketing site.

FREELANCE	DESIGN @ R/GA, FROG DESIGN, HARRY'S, etc	SEPT 2015 - AUG 2017
COLUMN FIVE MEDIA	DESIGNER / ART DIRECTOR	MAR 2014 - SEP 2015
CONSUMER MEDIA NETWORK	DESIGNER	MAY 2011 - JUL 2013
TETHER	DESIGN INTERN	JUNE 2010 - JAN 2011

TOOLSET

VISUAL DESIGN	Figma, Illustrator, Photoshop
COMPUTER SCIENCE	Javascript: Node, D3, Vanilla; Git; HTML; CSS
HUMAN-CENTERED DESIGN	Moderated and unmoderated user testing, survey design, thematic analysis, workshop design

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EDUCATION

MS DATA VISUALIZATION	PARSONS SCHOOL OF DESIGN	CLASS OF 2017

Quantitative analysis, machine learning
data structures, sonification, visualization

D3.JS	METIS DATA SCIENCE BOOTCAMP	WINTER 2016

D3.js, data structures, javascript

IXD SUMMER INTENSIVE	SCHOOL OF VISUAL ARTS	SUMMER 2014

Processing, data visualization

BA GRAPHIC DESIGN	WESTERN WASHINGTON UNIVERSITY	CLASS OF 2010

Typography, branding, publication, interactive, packaging, web, illustration

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RECOGNITION

2024 - CO-INVENTOR ON PATENT (PENDING) FOR MATERIAL SECURITY INFO. ARCHITECTURE

2017 - LONGLIST – INFORMATION IS BEAUTIFUL AWARDS

2014 - INFOGRAPHIC FEATURED IN "HOW MAGAZINE" (VIA COLUMN FIVE)

2013 - FEATURED INFOGRAPHIC IN FASTCO "BEST INFOGRAPHICS OF 2012"

2011 & 2012 - SIX INFOGRAPHICS FEATURED AS FASTCO "INFOGRAPHIC OF THE DAY"

RECOMMENDATIONS AVAILABLE ON LINKEDIN

REFERENCES AVAILABLE UPON REQUEST