RILEY HOONAN

DESIGN & TECHNOLOGY
Riley.Hoonan@gmail.com

WORK EXPERIENCE

SYSTEM
July 2019 - July 2021

PRODUCT DESIGNER
Launched alpha and beta. Ran user research and iterations for first OKR ("Users write to System.") Collaborated with engineering and data science to regularly launch new features, hit product / market fit, culminating in Series A (April 2021).

SCHEMA
Oct 2018 - Apr 2019

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

TERALYTIC
Aug 2017 - Oct 2018

PRODUCT DESIGN LEAD
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 v1.

FREELANCE
Sept 2015 - Aug 2017

DIGITAL DESIGN & ILLUSTRATION
Design, illustrate, write and code for digital product, visual content, and data visualization.

COLUMN FIVE
Mar 2014 - Sept 2015

DESIGNER - ART DIRECTOR
Manage projects, lead design team, recruit, pitch/present to clients, visualize interactive and static content

CMN
May 2011 - Aug 2013

DESIGNER - ART DIRECTOR
Managed small in-house team; pitched stories, developed, designed, and illustrated infographics

TOOLSET

VISUAL DESIGN	Illustrator, Photoshop, InDesign, Sketch, Principle
WEB DEVELOPMENT & DATA ANALYSIS	Javascript: Node, D3, JQuery, p5 Python: SciKitLearn, Numpy, MatPlotLib Git, HTML, CSS
HUMAN-CENTERED DESIGN	Moderated and unmoderated user testing, survey design, ` thematic analysis, workshop design

EDUCATION

M.S. DATA VISUALIZATION
Class of 2017
Parsons
——
Quantitative analysis, machine learning
data structures, sonification, visualization

D3.JS
Winter 2016
Metis
——
D3.js

IXD SUMMER INTENSIVE
Summer 2014
School of Visual Arts
——
Processing, data visualization

B.A. GRAPHIC DESIGN
Class of 2010
Western Washington University
——
Typography, branding, publication,interactive, packaging, web, illustration

SELECT CLIENTS

2019	Paulson Institute
2019	ProQuo AI
2018	Engie Insight
2018	PEFA (World Bank Group)
2018	Google News Lab
2016	Frog Design
2016	Harry's
2016	R/GA
2016	General Assembly
2015	Columbia Business School
2015	Reviews.com
2015	Cut.com
2015	Donors Choose
2015	Consumer Reports
2015	Huffington Post
2015	LinkedIn
2015	Fair Trade USA
2015	The Kresge Foundation
2015	The Robin Hood Foundation
2015	charity: water
2015	Inc. Magazine
2015	SAP
2014	The United Nations
2014	Proto Magazine
2014	Intuit
2014	Chalkbeat
2014	Ebay
2014	Seattle Business Magazine
2013	Women's Health Magazine
2013	YouTube
2013	Ad Age
2012	Seattle's Best Coffee
2011	Microsoft
2011	Mission Motors
2011	Pepsi Co
2010	Gatorade

RECOGNITION

2017 - LONGLIST – INFORMATION IS BEAUTIFUL AWARDS
2014 - TWO LOGOS FEATURED IN "LOGO LOUNGE 9" (VIA DEPT. OF ENERGY)
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"
2011 - HELLO POSTER SHOW SELECTED ARTIST (FEATURED IN IDN)

RECOMMENDATIONS AVAILABLE ON LINKEDIN
REFERENCES AVAILABLE UPON REQUEST