

Ryan Duell

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WORK EXPERIENCE

Each&Other (Design Agency)

Jan. 2025 – Present

Senior Product Designer (Contract)

Ireland (Remote)

- Led design work across international clients in crypto, Web3, insurance, and consumer health, partnering directly with founders and senior stakeholders to shape product direction and outcomes.
- Brought in as a subject-matter expert to frame problems, challenge assumptions, and define solutions, combining research, testing, and industry best practices to balance user needs with business goals.
- Designed and delivered end-to-end product experiences, remaining hands-on in execution while guiding strategic decisions.
- Independently built and managed high-traffic websites in Framer, including full CMS setup, interactions, and responsive layouts, owning projects from concept through to live production.

GetAbstract (EdTech)

Dec. 2024 – Mar 2025

Senior Product Designer (Contract)

Switzerland (Remote)

- Own end-to-end design of key web and mobile features, from problem definition through to delivery, for a learning platform used by over 16 million users.
- Worked on integrating AI-driven features into the product, focusing on practical use cases that improve content discovery, learning efficiency, and retention.
- Partner closely with Product and Curriculum teams to translate educational goals and user needs into clear, buildable product decisions.

ABSA Bank (Fintech)

May 2022 – Dec 2024

Lead Product Designer (Full-time consultant)

Cape Town (Remote)

- Led the end-to-end redesign of the Spark Wallet, owning problem framing, feature definition, and design delivery from concept through to launch.
- Led the digital wallet design team, providing direction, design feedback, and delivery oversight while reporting to the Creative Director.
- Worked closely with product, engineering, and business stakeholders to align on priorities, manage constraints, and protect design quality in a large, regulated environment.
- Contributed to MVP launches across multiple African markets, adapting designs to regional requirements while maintaining a consistent core experience.

Specno (Design Agency)

Sep. 2020 - May 2022

UX Design Lead (Full-time)

Cape Town (In Office)

- First design hire, responsible for establishing the UX practice and scaling the team from 1 to 8 designers through hiring, onboarding, and mentorship.
- Led design delivery across multiple startup clients, setting design standards, reviewing work, and balancing speed with quality under tight timelines.
- Partnered closely with product managers and developers to frame problems, define features, and ensure designs were practical to build and aligned with business goals.

Continuum Design

Jan. 2019 - Aug 2020

UX/UI Designer (Freelance)

Cape Town

- Supported local small businesses by conducting basic user research, producing wireframes, and building interactive prototypes to communicate design intent to business owners.

EDUCATION

Cape Peninsula University of Technology

Bachelor of Technology (BTech), Industrial Design

Jan. 2016 - Dec 2019

Cape Town

CERTIFICATIONS, SKILLS & INTERESTS

- **Technologies:** Figma · Framer · Jitter · Miro · FigJam
- **Skills:** Product Design · UX/UI Design · AI Integration · Website Design & Development · Gamified Learning · Stakeholder Management · User Research · Wireframing · Prototyping · User-Experience Improvements · Team Leadership · Requirement Gathering · Design Processes · Brand Visibility and Implementation Strategy
- **Interests:** Football; Cycling; F1; Weightlifting; Faulty Towers.