

Ryan Clouser

Senior Product Designer

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Product Design leader with 7+ years of experience driving measurable business outcomes across consumer mobile and enterprise platforms. Experienced owning end-to-end design strategy, leading cross-functional teams, and establishing design culture and process in fast-moving startup and enterprise environments. Specializes in growth loops, experimentation, and 0→1 product development with technical fluency in SwiftUI and full-stack implementation. Track record of defining and shipping products that change user behavior at scale.

EXPERIENCE

Senior Product Designer — Colgate-Palmolive Feb 2023 – Jan 2026

New York City

Global leader in oral and personal care, delivering consumer health innovation at scale across brands used by millions daily.

- Owned end-to-end design strategy for the Colgate Health mobile app (~400,000 users) as the lead designer, conceptualizing and shipping a gamification system including progressive challenges, streak mechanics, a points-based rewards economy, and an in-app store that increased brushing frequency from 1.3x to 1.8x per day, generated 2,300+ new brushing streaks, and drove \$43,000+ in in-app spending.
- Led design of AI Hub, an enterprise AI image generation platform that transformed Colgate's creative workflow — cutting external agency costs by 40%, growing platform adoption by 67%, and enabling teams to produce 7,300+ brand-compliant images per month.
- Spearheaded user research with dozens of marketing stakeholders across Colgate's global organization, identifying critical bottlenecks in the creative production pipeline and defining the product strategy for AI Hub
- Drove cross-functional alignment between PM, engineering, and data science to run A/B tests, define north star metrics, and prioritize opportunities based on funnel and cohort performance.

Product Designer & iOS Developer — Golfy (Side Project) Dec 2025 – Present

Remote

Native iOS app that gamifies golf course discovery through collection mechanics, social competition, and achievement systems, currently preparing for App Store launch.

- Conceptualized, designed, and engineered a native iOS product from concept to pre-launch, owning product strategy, UX, visual design, and full-stack implementation using SwiftUI and Supabase.
- Built core engagement loops including GPS-verified check-ins across 16,000+ golf courses, AI-generated course branding, social feeds, and achievement systems to drive discovery and retention.
- Architected scalable PostgreSQL schema, authentication, and Row Level Security to support secure social interactions and future growth features.
- Designed gamification economy (XP, badges, leaderboards, progression) grounded in motivation research to encourage repeat usage and network effects.

Senior Product Designer — Allocations Jul 2021 – Sep 2022

Remote

Fintech platform that streamlines private investing by enabling investors and fund managers to create SPVs and manage deals with speed, compliance, and automation.

- Joined as an early design hire, working closely with the design lead and the founder to shape the platform's product experience and taking full ownership of key product areas including the Exchange Marketplace and SPV creation workflow.
- Designed the Exchange Marketplace from 0-to-1, a secondary trading platform enabling investors to buy, sell, and transfer ownership of private equity shares directly within Allocations, facilitating 340 new deals and reducing ownership transfer time by 90%.

- Architected the SPV creation workflow and the platform's first analytics dashboard, adopted by 100% of active users, streamlining deal creation and establishing the default entry point for portfolio monitoring.
- Designed the platform's first analytics dashboard, adopted by 100% of active users and establishing the default entry point for portfolio and deal monitoring.
- Created the product's design system and component architecture, defining interaction patterns that accelerated feature delivery across the investing experience.

Product Designer — CreativeX Mar 2021 – Jul 2021

Remote

AI-powered analytics platform helping global brands measure and improve the effectiveness and quality of their creative across marketing campaigns.

- Designed a real-time analytics dashboard that improved visibility into creative performance by 40% for enterprise marketing teams across major global brands.
- Led redesign of filtering and information architecture, increasing task-completion rates by 70% based on usability testing.
- Collaborated with data science to translate AI-driven insights into actionable, intuitive product experiences.

Product Designer — FitTripper Sep 2019 – Feb 2021

New York City

Travel-focused fitness platform offering short-term passes to gyms and spas, helping travelers find and access wellness experiences anywhere.

- Sole product designer for the 0→1 mobile app, owning end-to-end experience from problem definition and product discovery through UX, visual design, and launch for the travel fitness platform.
- Led product discovery and user research with travelers and gym partners to define core value proposition, pricing model, and booking workflows that increased gym pass purchases by 35% after launch.
- Designed the complete consumer app experience including search, location-based discovery, pass selection, checkout, and in-app redemption, driving 40% growth in users.
- Created the first design system and component library used across mobile and web, enabling consistent branding and faster iteration with a small engineering team.
- Partnered directly with founders and engineers to prioritize roadmap, define MVP scope, and ship weekly releases in an agile environment.

EDUCATION

Columbia University — Full-Stack Engineering Certification Sep 2024 – Apr 2025

Flatiron School — UX/UI Certification May 2019 – Aug 2019

Saint Joseph's University — B.S., Business Administration Aug 2015 – May 2019

SKILLS

Design: UX/UI Design, Product Strategy, Design Systems, Prototyping, Usability Testing, User Research

Technical: HTML/CSS, JavaScript, Python, Swift/SwiftUI, Node.js, Express.js, Supabase, PostgreSQL

Tools: Figma, Claude Code, Xcode, VS Code, Git, Jira