

Ryan Hubbard

Lead Product Designer | AI Literacy Coach | Design Systems & GenAI Architect
10+ Years Enterprise UX Experience | Certified Google AI Professional

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PROFESSIONAL SUMMARY

Most designers optimize interfaces. I architect the environments where humans and complex systems coexist, a conviction forged during my Peace Corps service in Nicaragua, where resource-constrained environments taught me that effective solutions require a deep understanding of the end-user's experience within a complex system. At Verizon, that scaled into leading Product Design and UX strategy for the API First initiative while becoming the person teams turned to when something was too complex, too ambiguous, or too stuck. I'm a Certified Product Manager and Google AI Professional who treats AI as a strategic colleague, staying at the steering wheel as the "human in the loop." I've shipped systems handling 250B+ API calls annually, cut developer onboarding by 400%, and deployed wayfinding inside the Mall of America and Dubai Mall. Now I'm looking for the next environment worth building.

CORE COMPETENCIES

Strategy & Leadership: Lead Product Design, UX Strategy, Product Lifecycle Management, Strategic Roadmapping, Stakeholder Management, Executive Presentation, Cross-Functional Team Leadership

Research & Validation: UX Research, Usability Testing, A/B Testing, Jobs-to-be-Done (JTBD), Design Thinking, Behavioral Metrics, Data-Driven Design

Design & Systems: Design Systems Architecture, Developer Experience (DevEx), API Portal Design, Accessibility & ADA/ABA Compliance, Spatial Systems, UX Writing, Creative Direction

Tools & Technology: GenAI Integration, AI-Assisted Design Workflows, Figma, Adobe Creative Cloud, GitHub, Jira, Google Gemini, Claude, Mapbox

TECHNICAL SKILLS

Design and Prototyping: Figma, Figma AI Tools, Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere)

Developer and PM Workflow: GitHub, Jira, Confluence, Contentstack, Google Workspace

AI Platforms: Claude Code (Anthropic), Google Gemini, ElevenLabs, Runway, Nano Banana

AI-Assisted Development: Direct AI coding tools (Claude Code) with hands-on code review and manual code edits, and API endpoint integration

Mapping and Spatial Systems: Mapbox, HERE Technologies, LiDAR Point Cloud data

Languages: English (Native), Spanish (Certified: Advanced-Mid)

PROFESSIONAL EXPERIENCE

AI Literacy Coach & Independent Design Consultant

Xoco | Denver, CO | January 2026 - Present

- Personally designed and built production-ready AI applications end-to-end using Claude Code, including manual code review and edits to generated output. Built SafeStride, Soundcheck, and RecipeVault, including integrating and configuring Mapbox endpoints for real-time map rendering in SafeStride.
- Coach professionals across disciplines on GenAI integration and vibe coding workflows, dismantling the misconception that AI requires an engineering background. One client reduced a 6-hour weekly reporting process to under 20 minutes through conversational AI workflow design.
- Lead Designer for select environmental and social activism campaigns, bringing enterprise-level design thinking to causes that matter, from visual identity and campaign strategy through final production.

Lead Product Designer

Verizon - API First | Denver, CO (Team: Boston, MA) | March 2023 - December 2025

- Owned product strategy and UX execution for Verizon's API First initiative, consolidating 5 siloed legacy portals into a single developer ecosystem handling 250B+ API calls annually at 99.5% uptime and cutting developer onboarding time by 400%.
- Designed for two fundamentally different audiences simultaneously: API producers and consuming developers. Built discoverability frameworks that made complex technical infrastructure legible to both while shaping developer experience strategy at the executive level.

- Led international design teams across four countries (India, US, Hungary, Argentina), coordinating with product owners, engineers, and UX researchers to validate every design decision against technical feasibility and measurable KPIs.
- Pioneered GenAI workflow integration into live design and content pipelines using Google Gemini and Claude, accelerating UX writing, documentation, and prototyping cycles while directing creative production across illustration, animation, and scripts/voiceover.

Senior Product Designer - Spatial Systems

Verizon - Location Technology | Denver, CO | January 2020 - March 2023

- Served as the UX voice on product strategy for Verizon's major spatial initiatives, contributing directly to roadmap decisions for autonomous vehicle, smart factory, indoor wayfinding, and enterprise logistics platforms.
- Conducted on-site field research at active smart factory and FedEx facilities to inform digital twin interface design, leveraging LiDAR Point Cloud data to deliver real-time 3D navigation environments for clients including Disney and FedEx.
- Led post-acquisition integration of Senion's indoor wayfinding technology into a globally scalable mapping platform, with deployments at the Mall of America, Dubai Mall, and throughout Europe and North America, while maintaining Verizon's enterprise design system across all spatial products.
- Managed strategic technical partnerships with Mapbox and HERE Technologies, designing advanced cartographic and fleet-routing interfaces for enterprise clients including Disney, the NFL, and FedEx across multiple countries.

Creative Director & Content Marketing Specialist

FBC | Denver, CO | August 2019 - January 2020

- Directed end-to-end integrated marketing campaigns across print, social, and video for Denver, Chicago, and Minneapolis markets simultaneously, maintaining brand consistency across all three regions.
- Engineered scalable visual identity systems and design templates that standardized creative output across all U.S. operations, managing a distributed vendor network from concept through physical production.

Experiential Graphic Designer & Marketing Specialist

FocusEGD | Dallas, TX | May 2017 - July 2019

- Led assessment, design, and installation of ADA/ABA-compliant interior and exterior wayfinding and signage systems across multiple enterprise facilities, growing the client portfolio by 25+ relationships annually through high-impact proposal and pitch design.
- Drove a 600% increase in brand web and social presence through strategic content design, while standardizing brand documentation templates organization-wide to reduce production turnaround time.

UX Designer & Instructor

Iowa State University | Ames, IA | August 2013 - May 2016

- Designed and optimized digital experiences for clients including John Deere, Walgreens, and the Autism Society of America, conducting user research and usability studies to drive navigation, interaction patterns, and feature prioritization.
- Developed and taught sophomore and junior-level design curricula, translating professional UX workflows into hands-on coursework that built industry-ready skills in visual design and interaction design.

For complete employment history, please visit: www.linkedin.com/in/ryan-hubbard-/

EDUCATION

Master of Fine Arts (MFA) - Experiential Design

Iowa State University, Ames, IA

Bachelor of Fine Arts (BFA) - Graphic Design

California State University, Fullerton, CA

CERTIFICATIONS AND AFFILIATIONS

- Certified Product Manager (CPM) - Verizon
- Google AI Professional - Multiple Certifications
- Strategic Product Development - University of Colorado Boulder (In Progress)
- Foreign Services Language Certification - Spanish, Advanced-Mid (Certified)
- AIGA - American Institute of Graphic Arts, Professional Member