



CONTACT INFO



(612) 695-5176



rkgraphx@hotmail.com



Under Construction



linkedin.com/in/ryankirtz



SKILLS

Software

Figma

Jira

Photoshop

Illustrator

AI Tools

Indesign

Premiere Pro

After Effects

Wordpress

(Elementor Pro)

Sketchup (vray)

Expertise

UX/UI Design

Web Design

3D Design

AI Tools

Print Design

Branding

HTML/CSS



REFERENCES

Ian Parham, Associate Director UX
U.S. Bank

☎ (925) 550-5557

Ben Ulrich, Product Owner
U.S. Bank

☎ (651) 491-7047

RYAN KIRTZ

Senior Designer

Senior UX Designer specializing in designing and delivering user-centered digital experiences across web, mobile, and enterprise platforms. Expertise in UX strategy, user research, interaction design, information architecture, and usability testing. Proven ability to translate complex business and technical requirements into intuitive, scalable, and data-driven design solutions. Strong cross-functional collaborator partnering with product managers, developers, and stakeholders to drive innovation, improve user satisfaction, and achieve business goals.

EXPERIENCE



U.S. Bank, Minneapolis, MN

2020 - 2026

Senior UX Designer, 2021 - 2026

Led end-to-end UX strategy and design for the Voyager Fleet portal and Mobile app, a comprehensive fuel and maintenance management platform supporting commercial, government, and private fleets nationwide.

- Designed intuitive dashboards to surface Level III transaction data, providing line-item visibility into driver, vehicle, product, and location-level spending.
- Simplified complex card controls, enabling real-time, customizable purchasing limits to reduce fraud and misuse. Improved fleet manager workflows for card management, reporting, dispute resolution, and account administration.
- Conducted user interviews with fleet managers and administrators to identify pain points in reporting, spend monitoring, and driver compliance.
- Delivered wireframes, prototypes, and high-fidelity designs while collaborating closely with engineering through implementation.
- Focused on balancing operational efficiency with clarity—turning highly detailed financial and transaction data into actionable insights that help fleets control costs, reduce risk, and improve performance at scale.

UX Designer, 2020 - 2021

Designed and launched a cash-back program for credit card holders at U.S. Bank, enhancing customer experience and driving additional revenue for U.S. Bank.

- Led the design effort to introduce in-product rewards information for the Altitude Credit Card product line, improving the awareness and utilization of credit card benefits.
- Focused on a cohesive design strategy across the online banking web application, iOS, and Android experiences by considering architecture, usability, accessibility, and business needs throughout the UX design process.

Digital River, Minnetonka, MN

2015 - 2020

Creative Designer

Creative Designer responsible for the layout, visual appearance, and usability of custom SaaS and creative sites within fast-paced Corporate and MarketForce programs.

- Designed and executed high-performing digital experiences including web pages, landing pages, banner ads, email campaigns, and full-funnel marketing assets, ensuring brand consistency and conversion optimization.
- Delivered creative for global enterprise clients such as Microsoft, Omron Health Care, Rockstar Games, Lenovo, Logitech, HTC, Code42, VMware, Samsung, Wagner, Nuance and Trend Micro, adhering to strict brand guidelines while elevating visual storytelling.



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EXPERIENCE (CONTINUED)



2nd Swing Golf, Eden Prairie, MN

2013 - 2015

Web Designer/Developer

Built and designed responsive web pages using modern web standards, while developing HTML5 banner advertisements and rich media digital assets for marketing campaigns.

- Created, managed, and optimized email marketing campaigns for 2nd Swing, ensuring alignment with brand guidelines and improving engagement metrics.
- Produced, edited, and optimized product images for web and eCommerce platforms, maintaining high visual quality and consistency. Demonstrated strong attention to detail, organization, and time management skills while collaborating with cross-functional teams.
- Managed multiple projects simultaneously in a fast-paced environment, meeting tight deadlines without compromising design quality.



Best Buy, Minneapolis, MN

2011 - 2012

Web Designer

Maintaining design and layout of the Best Buy website, creating and optimizing graphical assets for web site display, participating in the planning and development of new content, and employing design standards set by company style guides.

- Designed and optimizing graphical assets for updating and maintaining design, functionality, and layout of the website as needed, working within defined templates.
- Implemented design standards set by company style guides.

EDUCATION



Associate of Applied Science

Brown College

Graphic Design & Animation