

Ryan Bollenbach

Senior Product Designer

I make difficult product systems easier to understand. My best work sits where UX research, product strategy, design systems, and hands-on front-end craft help teams reduce cognitive load, clarify decisions, and build interfaces people can trust.

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Profile

I work best on products where the interface has to make an underlying system understandable: AI configuration, operational tooling, publishing workflows, commerce platforms, CMS products, and design systems.

I use research to map mental models, identify failure modes and cognitive biases, and translate that into flows, defaults, feedback loops, and controls that help people make better decisions.

Selected Impact

Systems made legible Use research, information architecture, and interaction models to turn opaque rules, permissions, data states, and edge cases into interfaces people can predict and trust.	Bias-aware AI UX Shape AI workflows around evaluation, feedback, confidence, and user control so teams can notice uncertainty instead of over-trusting automation.
Lower cognitive load Convert recurring decisions into durable design systems, defaults, and patterns that reduce memory burden and keep high-volume work consistent.	Prototypes that teach Build in React and Next.js to test assumptions quickly, expose edge cases, and give product and engineering a shared artifact to reason from.

Experience

Feb 2017 to Present Winnipeg and remote	Upfeat Product Design Manager Leads product design across SaaS tools and consumer commerce services, working with product, sales, and engineering to clarify complex systems and ship usable interfaces. - Redesigned B2B affiliate and CMS workflows so editorial, commerce, and operations teams could move through complex tasks with less friction. - Designed AI-assisted commerce tooling for configuring, evaluating, and refining LLM-driven image and data workflows. - Built and evolved a design system across major publisher and commerce properties, including Forbes, Reuters, Globe and Mail, and Lifehacker Australia. - Mentored designers and researchers through critique, research planning, product framing, and clearer performance goals. - Prototypes and ships front-end work in React and Next.js, using AI tools to move from idea to working interface quickly.
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Oct 2015 to Jul 2017

Remote

ePublishing

Senior User Experience Designer

Designed publishing tools for content creation, email marketing, printing, and site management across a large Ruby on Rails platform.

- Created reusable interface patterns that made publishing workflows more consistent across products.
- Introduced a faster design and prototyping workflow with Sketch and InVision.
- Worked directly in Ruby on Rails views to improve front-end quality and responsiveness.

Jul 2012 to Sep 2015

Remote

Enventys Partners

Senior User Experience Designer

Led UX for Edison Nation's SaaS product-development platform, improving how inventors moved ideas through evaluation and commercialization workflows.

Jun 2011 to Aug 2013

Remote

FBS, creators of Flexmls

User Experience Designer

Improved listing research, creation flows, and MLS widgets for a real estate platform used by agents and brokers.

Jun 2011 to Mar 2012

Montreal

Dynamo

User Experience Designer

Designed ecommerce experiences for agency clients including Reitmans and Blue Bottle Coffee, contributing product thinking to a custom commerce backend.

Jan 2010 to Apr 2011

Montreal

OBOX

User Experience Designer

Designed advertising campaigns and publisher websites across content and social platforms.

Jan 2008 to Jan 2010

Montreal

Tungle Corporation

User Experience Designer

Designed UX, UI, and early design-system foundations for a SaaS calendar product later acquired by BlackBerry.

Capabilities

Product craft

Systems UX AI UX Design systems
Interaction design

Research and strategy

UX research Workflow mapping
Design strategy Team mentorship

Build stack

Figma React Next.js WordPress
Ruby on Rails AI prototyping

Education

Digital Multimedia Technology Diploma

Red River College Polytechnic, Manitoba

Specialized in web design, building a foundation across web development, motion graphics, typography, graphic design, and 3D modeling.