

# Hi, I'm Ryan

I DO MORE THAN DESIGN EXPERIENCES,  
I CREATE CONNECTIONS

4810 1/2 Junius St  
Dallas, Texas 75246  
214.912.6549

[ryan@ryanplesko.com](mailto:ryan@ryanplesko.com)  
[ryanplesko.com](http://ryanplesko.com)

## About Me

**I ask questions, I experiment, I test, I measure, I analyze, I change, I challenge, and I succeed.**

The most loved companies in the world understand that connection and user experience are tantamount to success. The Internet and modern applications have evolved from a cold, institutional, push-based environment into a more interactional, user-centric place (read UX Design, UI design, HCI, PR, etc). How decisions are made, what perceptions are created, when the learning curve is too high or the attention span too low are all a subset of things that should be known when designing for people.

## Experience

### **CTO & Product Lead, HipPocket, Dallas, Texas – 2016-2017**

HipPocket is an application originally designed to help real estate agents share and find off market listings but was failing to gain the traction necessary for success. Recruited by the CEO to lead the redevelopment of the web and mobile applications, I'm responsible for strategy development, user research, user experience design, technology integration and the product road map. Armed with the freedom to research and reimagine the entire platform, I created a tool that compresses the transaction time of finding and selling homes by introducing a matching algorithm to connect buyer preferences to highly relevant listings. Designed in Sketch, prototyped in Invision and Origami, and developed using HTML5, CSS3, JavaScript, and Ruby on Rails, the new product vision combines machine learning and AI driven search, messaging and a constantly evolving understanding of the user to provide an unparalleled experience in real estate service.

### **Director of User Experience, Cyber Adapt, Dallas, Texas – 2015-2016**

Tasked with defining and executing the user experience for Cyber Adapt's deep packet inspection technology, I collaborated with users, technology partners, development and executive team members to create a dashboard interface that efficiently and effectively communicated cyber threats within enterprise networks. I was able to craft a simple story from complex data using interactive big data behavioral pattern analysis and D3.js, significantly increasing the user's ability to separate the signal from the noise. Additionally, I defined the roadmap for leveraging user interactions to further automate a predictive, non-signature based malware detection tool.

### **Founder & Chief Creative Officer, Extra Sauce, Dallas, Texas – 2011-2014**

Extra Sauce is part design & development, part marketing strategy, and all social. By focusing on user experience and the effective use of the social web, I helped clients promote and grow their brand through cutting-edge, exciting channels. I managed the strategic and creative direction of our client campaigns, working with brands such as Coca-Cola, Smirnoff, Cadillac and the US Army. My conviction that the best ideas come from a culture of collaboration and an understanding of how to build relationships drove both our creative strategy and our internal culture.

**Principal Consultant, Plesko, Dallas, Texas – 2003-2017**

I've worked independently with companies both large and small to create experiences that help drive connection between them and their users. Through a flexible sized team of contractors I have been able to meet the needs of clients on projects of all types.

**Thermal Engineer, Research & Development, Dell, Austin, Texas – 2002-2003**

I cut my teeth as a thermal engineer at Dell in the research and development lab. Through industrial design - something that I had always thought of as a functional endeavor - learned just how much a change in design can change a person's perception of the entire experience and how, how often, when, and where they use it.

Speaking

**Houston Interactive Marketing Association Annual Conference, Houston, Texas**

The future of the web will be responsive to more than your screen size: How the internet of things and big data will connect, simplify and empower our lives.

**TEDxSMU Disruption, Dallas, Texas**

The Guerrilla Learning Project, a campaign I designed to evangelize the conference in communities where attendees lived and traveled, was so well received it earned a spot on stage. I designed and developed a location aware mobile video platform that tracked what messaging prompted the interaction, where it happened, how it was shared and where it spread - from Dallas to Australia.

**Big Design Conference, Dallas, Texas**

Cofounded to help further the study of human factors, design thinking and the use of psychological theories and principles, the Big Design Conference is four intense days of learning within the scope of Strategy, Mobile, User Experience, Gaming, Code Development, and Usability.

**BIL Conference, Vancouver, BC**

Before TED had TEDx, we launched the BIL Conference as an open, analogous, free version of TED. Held each year across town, BIL goes where TED goes to encourage Minds Set Free.

Education

**Texas A&M University, College Station, Texas – INFO/MIS 2002**

Mays Business School and Center for New Ventures and Entrepreneurship