

RYAN DEVERMAN

Product Design, Creative, & Growth Product Leadership | 19 Years Experience

Senior product designer, growth strategist, and project manager with nearly twenty years of experience in enterprise B2B SaaS and marketing, with a focused perspective on how AI and data systems create new design challenges built specifically around trust, incomplete information, and helping non-technical users act confidently on outputs they didn't generate. I've designed for data uncertainty in high-stakes contexts, structured large content ecosystems for LLM consumption, and built behavioral personalization systems that adapted experience to user context across multiple segments. I've also operated as a principal individual contributor with direct executive engagement by building and presenting the strategic case that convinced VP and C-suite leadership to restructure a sales-led business model around self-serve. My instinct is to treat design as a strategic function, not an execution layer, and continuous improvement centered on data.

PROFESSIONAL EXPERIENCE

Growth Product Manager | ConstructConnect | Remote | 11/22 to 1/26

Owned product strategy and experience design for the company's PLG motion and self-serve subscription platform as a senior individual contributor. Full end-to-end ownership: no direct reports, direct access to executive stakeholders, and accountability for both the experience and its revenue outcomes.

- Built and presented the strategic case for a sales-led to product-led growth transformation directly to VP and C-suite leadership - using behavioral analytics, usage data, and early revenue results to shift the company's go-to-market model. The argument was accepted and resourced.
- Owned the self-serve subscription platform outright, designing a single adaptive flow that served users across multiple entry points and fluency levels. Content and framing adjusted by firmographic and lifecycle segment; the underlying structure held across all of them.
- Designed UI states for incomplete and corrupted construction data, where users had to investigate, correlate, and decide whether to act on information that wasn't fully reliable - designing for uncertainty rather than ground truth, with clear affordances for resolving or proceeding.
- Structured a 1.7M-page programmatic content ecosystem using entity modeling designed for both human navigation and LLM indexing - thinking about AI as a consumer of the interface, not just a tool in the build process.
- Scaled the self-serve revenue stream to \$10M+ ARR through funnel optimization, activation work, and iterative experimentation.
- Reduced Customer Acquisition Cost by consolidating fragmented web properties and user journeys into a unified conversion architecture.
- Applied behavioral analytics - Amplitude, Mixpanel, HotJar, Pendo - to identify activation drop-off, run A/B and multivariate experiments, and validate decisions with usage evidence.

CONTACT

rdeverman@gmail.com • 312.929.7561

CORE COMPETENCIES & SKILLS

Design & Visual Craft

- Wireframing, Prototyping & Responsive Design
- Typography, Visual Direction & Print Production
- Interaction Design, UX Writing & Motion Design
- Design Systems, Brand Standards & Illustration

Research & Validation

- User Interviews, Usability Testing & Surveys
- Journey Mapping, JTBD, Personas & Audience Segmentation
- IA, User Flows, Heuristic Evaluation & Accessibility Audits

Conversion & Growth

- Funnel Analysis, A/B Testing & Conversion Rate Optimization
- Decision Architecture, Behavioral Personalization & PLG Strategy
- Pricing & Packaging UX, Onboarding, Retention

Accessibility & Content

- WCAG 2.1, Inclusive Design & Content Hierarchy
- Programmatic SEO, CMS Gov. & Localization

Program & Project Management

- Roadmap Development, OKR & KPI Reporting
- Agile, SAFe 5, Scrum, Kanban, PI Planning & Backlog Grooming
- Stakeholder Alignment, Risk Management & Release Planning

Design Operations

- Lean UX, Product Operating Model
- Design Intake, Prioritization & Portfolio Gov.
- Design System Governance, Tooling Evaluation &
- Design Critique, Mentorship & Onboarding

Vendor, Budget & Procurement

- SOW Review, Vendor Management & Contract Oversight
- Budget Governance, Reconciliation & Tool Procurement

Leadership & Communication

- Executive Presentation, Storytelling & Workshops
- Cross-Functional Influence, Communication & Documentation

PROFESSIONAL EXPERIENCE CONT.

Senior Product Designer | ConstructConnect | Remote | 5/13 to 11/22

Operated as a senior and principal-level design leader across a platform serving 500K+ users, driving both design execution and the process infrastructure that supported a growing team. Design org grew from 2 to 12 over this tenure.

- Introduced Lean UX principles and Product Operating Model practices to the design and marketing workflow, shaping how work was scoped, sequenced, and handed off across teams.
- Managed vendor relationships with third-party tools and services including Font Awesome, coordinating procurement, onboarding, and ongoing use across the design organization.
- Helped grow the design organization from 2 to 12, mentoring designers from non-traditional backgrounds and establishing shared design standards and critique practices that scaled with the team.
- Maintained Smartsheet-based project tracking to coordinate design work across multiple concurrent product initiatives, improving visibility and handoff reliability across squads.
- Built and governed a component-based design system spanning multiple product lines, reducing redundant design effort and accelerating front-end delivery across a fragmented portfolio.
- Held design and accessibility standards (WCAG 2.1) across engineering squads, serving as the cross-functional point of contact for design decisions and advocating for usability in front-end implementation.
- Designed end-to-end workflows for complex multi-role enterprise software, conducting user research and journey mapping that shaped major product redesigns across the platform.

Senior Designer | LiveText | La Grange, Illinois | 9/07 to 5/13

Led UX and visual design for a B2C edtech platform serving 1,200+ higher-education institutions, owning end-to-end design across subscription purchasing flows and student-facing product experiences.

- Designed subscription acquisition and upgrade flows for a student user base, applying conversion-focused UX principles to reduce drop-off and improve trial-to-paid progression.
- Produced visual design, typography, mood boards, and storyboards to align stakeholders on product direction ahead of development.
- Collaborated with engineering and marketing on launch coordination, maintaining timelines and managing design handoff across teams.
- Coordinated multi-team deliverables against institutional client timelines, tracking dependencies across design, content, and technical workstreams.

EDUCATION

Bachelor of Fine Arts | Graphic Design and Printmaking | 9/02 to 8/07

2007 Charles Logan Smith Award - Excellence in Design

TOOLING & TECHNOLOGY

Design & Prototyping

- Figma, Sketch, Adobe XD, Framer, Penpot
- Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Acrobat)
- Zeplin, Marvel, Maze, Lyssna
- Whimsical, Balsamiq, Axure, Justinmind, UXPin

AI & Automation

- ChatGPT, Claude, Perplexity, Copilot Studio, Notion AI
- Figma AI, Midjourney, Adobe Firefly
- GitHub Copilot, Cursor
- Zapier, Make.com, HubSpot Breeze

Front-End & Development

- HTML, CSS, JavaScript, React
- Tailwind CSS, Bootstrap
- Git, GitHub, Bitbucket

CMS & Content Platforms

- Strapi, HubSpot CMS, Webflow, WordPress, Contentful, Sanity

Analytics & Behavioral Data

- GA4, Adobe Analytics, Mixpanel, Amplitude
- Pendo, Gainsight PX, Hotjar
- Crazy Egg, Microsoft Clarity, Mouseflow
- Looker, Tableau, Power BI

CRM & Marketing Platforms

- Salesforce, HubSpot, Marketo,
- Intercom, Drift, Segment
- Mailchimp, Klaviyo

Project & Program Management

- Jira, Linear, Asana, Monday.com, Smartsheet
- Aha!, Productboard
- Confluence, Notion

Visual Collaboration

- Miro, Mural, FigJam

Collaboration & Productivity

- Slack, Microsoft Teams, Zoom
- Google Workspace, MS Office



SELECTED PROJECTS

Workflow Design · Enterprise UX · Figma · Sketch ·
Brand Standards · Multi-Product Strategy

SaaS Data Product — Growth Experience | ConstructConnect

Growth Product Manager · Product Design (UI/UX)

Owned strategy and delivery of a 1.7M-page programmatic content ecosystem built on HubSpot, scaling to approximately 1M indexed pages and serving as the primary web-based acquisition channel. Defined SEO architecture, entity modeling, page taxonomy, and localized market report frameworks across 87 audience personas. Led third-party developer teams and cross-functional stakeholders through continuous experimentation including A/B testing, conversion rate optimization, and technical SEO. Instituted automated quality control and data governance workflows to maintain ecosystem integrity at scale.

Programmatic SEO · Technical SEO Architecture · Content Strategy · CMS Governance · HubSpot · A/B Testing · Conversion Rate Optimization · Data Governance · Vendor Management · Cross-Functional Leadership · OKR Reporting · Roadmap Development · Audience Segmentation · Information Architecture · Experimentation

Product-Led Growth Transformation | ConstructConnect

Growth Product Manager · Product Design (UI/UX)

Led end-to-end design and product strategy for a sales-to-PLG business model transition, scaling self-serve revenue to \$10M+ ARR. Designed self-service pricing and purchase flows using Decision Architecture principles to reduce cognitive load and eliminate friction. Introduced in-app and web upgrade entry points informed by Pendo and Gainsight PX behavioral analytics. Drove structured experimentation across onboarding, activation, and conversion touchpoints. Aligned Product, Marketing, and Sales stakeholders through executive-level business case presentations to C-suite.

PLG Strategy · Decision Architecture · Conversion Rate Optimization · Onboarding UX · Pricing & Packaging UX · Behavioral Analytics · Pendo · Gainsight PX · Funnel Optimization · Stakeholder Alignment · Executive Presentation · A/B Testing · Cross-Functional Delivery

Contractor Platform & SaaS Ecosystem | ConstructConnect

Product Design (UI/UX)

Contributed to an enterprise-scale design system supporting multi-product portfolio governance and WCAG 2.1 accessibility compliance. Designed end-to-end workflows for project intelligence, pre-construction lifecycle management, GC bid management, and subcontractor collaboration. Built onboarding flows and subscription upgrade paths grounded in usability testing and heuristic evaluation. Developed reusable HubSpot CMS component library using Atomic Design principles, enabling marketing teams to build and launch pages without developer involvement and significantly reducing sprint-to-launch cycle times.

Design Systems · Atomic Design · WCAG 2.1 · Accessibility · HubSpot CMS · Component Library · Onboarding UX · Usability Testing · Heuristic Evaluation ·



SELECTED PROJECTS CONTINUED

BidClerk — Flagship SaaS Application | ConstructConnect

Growth Product Manager · Product Design (UI/UX)

Led full-lifecycle product design for a construction data SaaS platform, including design system architecture, in-app growth components, and trial-to-enterprise upgrade flows. Designed subscription architecture and multi-product ecosystem navigation to support expansion revenue and cross-sell opportunities. Managed post-acquisition integration into ConstructConnect, maintaining product surface continuity and brand cohesion across two historically separate platforms with no dedicated engineering staff.

Full-Lifecycle Product Design · Design Systems · Subscription Architecture · Growth UX · PLG · Trial-to-Enterprise Conversion · M&A Integration · Multi-Product Ecosystem · Brand Cohesion · Expansion Revenue · Vendor Management · Figma · Sketch · Adobe CC · Stakeholder Alignment

Corporate Web Platform | ConstructConnect

Product Design (UI/UX) · Web Design · Front-End Engineering

Directed end-to-end redesign and technical migration of a multilingual corporate web platform built on Strapi headless CMS, including French and Spanish localization. Managed three years of external developer relationships as both designer and PM. Protected and optimized high-converting landing pages through phased rollouts, continuous A/B testing, and conversion rate optimization. Instituted foundational systems for accessibility, structured data, and search discoverability across the global web presence.

Strapi · Headless CMS · Multilingual Localization · A/B Testing · Conversion Rate Optimization · Accessibility · Structured Data · Technical SEO · Vendor Management · External Developer Management · Phased Rollouts · Landing Page Optimization · HTML · CSS · JavaScript

Help Center Modernization | ConstructConnect

Product Design (UI/UX) · Web Design · Front-End Engineering

Migrated legacy knowledge base to Gainsight CC from multiple legacy sources, brands and products, improving support content scalability and discoverability. Configured analytics tracking, front-end customizations, and UX standards to reduce support load and improve customer self-service rates. Improved information architecture and content hierarchy to support a diverse user base across skill levels.

Gainsight CC · Platform Migration · Customer Experience · Support UX · Analytics · Information Architecture · Content Hierarchy · Front-End Customization · UX Standards · Self-Service Optimization · Project Management · Stakeholder Alignment

