

RYAN BURWELL

CUSTOMER CHAMPION – PASSIONATE SERVICE DESIGNER – PROBLEM-SOLVER

CONTACT

- 📞 385-394-6950
- ✉ rburwell1@gmail.com
- 🌐 [Website](#)
- 🌐 [LinkedIn](#)

TUNED-IN To CUSTOMER NEEDS

Visionary leader with extensive experience in UX design, product management, product strategy, and innovation. Proven track record in leading high-performing teams, developing user-centered solutions, and driving significant business growth. Expertise in the entire product lifecycle, from ideation to launch, and in creating world-class digital products.

CLIFTONSTRENGTHS

- IDEATION
- INPUT
- WOO
- STRATEGIC
- COMMUNICATION

READING HORIZONS

Director of Product Experience

June 2024 - Present

- Developed and executed a cohesive product strategy by aligning UX, curriculum, and product teams to meet market and user needs effectively.
- Led empowered, agile product teams to deliver user-centered solutions and iterate based on customer insights, enhancing customer engagement and loyalty.
- Orchestrated cross-functional collaborations with engineering and curriculum partners to unify product lines into a single, integrated platform experience, improving customer navigation and overall experience.

Director of Product Management

Dec 2023 - May 2024

- Led strategic product development initiatives, propelling multi-product vertical growth while aligning with user needs and business objectives.
- Established and guided product roadmaps, OKRs, and new product teams to deliver tuned-in, user-centered solutions.

EDUCATION

Nielsen Norman Group

2021 - 2022

Certificate in UX and UX management

University of Utah

2016 - 2020

B.S. Business Management

CompTIA A+ and Network+

2011

REFERENCES

Shantell Berrett Blake

VP of Education & Outreach
Reading Horizons
801-602-6100
Shantell.Berrett@readinghorizons.com

Charlotte Naylor

Director of Implementation Support
Reading Horizons
385-319-0869
Charlotte.Naylor@readinghorizons.com

Jonathan Diaz

Head of Technology
Reading Horizons
435-640-5259
JDiaz@readinghorizons.com

2024 SUPPORTIVE

PARTNER AWARD

Recognized for exemplifying our company’s core value of partnership by fostering collaboration and mutual success across teams. This award was given for demonstrating exceptional teamwork and providing invaluable support to colleagues and partners, driving both personal and organizational growth.

- Led cross-functional product experience teams through the end-to-end product lifecycle, from ideation to launch, to create impactful and innovative products that address market needs.

VP of User Experience

2021 - 2023

- Initiated the establishment of product management and UX as core disciplines within a growing ed-tech enterprise, setting the standard through exemplary leadership.
- Led problem discovery efforts, identifying innovative solutions for elementary education market issues.
- Headed a proficient UX team, crafting precise personas, journey maps, and service blueprints for user-guided development.

Director of Customer Success

2015 - 2021

- Pioneered the establishment of the customer success discipline, leading to the creation of a large and highly effective team.
- Led the successful implementation of third-party SSO and rostering tools, including Clever and Classlink, by establishing proactive partnerships. This supported large-scale integration and user security across education platforms.
- Mobilized agile strategies for rapid response and support during COVID-19 closures, ensuring seamless transitions to virtual classrooms and maintaining customer satisfaction.

Additional Experience

Channel Manager

2013 - 2015

Account Manager

2012 - 2013

IT Support

2010 - 2012

“TO BE” LIST

Passionate about projects and causes that lead to sustainable change.
Honest with myself and others.
Focused on self-improvement and growing those around me.
Consistent in my relationships.
Positive and strategic about how I use my influence.

LIFE-LONG LEARNER

Continuously seeking new learning opportunities and ways to grow self, others, and causes. Knowledgeable and experienced in applying strategies from a plethora of books. Here are some I live by:

- Product Leadership by Richard Banfield
- Inspired, Empowered, and Transformed by Marty Cagan
- Switch and Upstream by Chip and Dan Heath
- Chief Customer Officer 2.0 by Jeanne Bliss
- Tuned-in by David Meerman Scott