



RYAN FARRELL

Content strategist, UX writer & content design leader. Write, design, build & grow —sometimes in that order.

CONTACT INFO

e: ryan@cartoonfood.com

p: (310) 938-2779

EXPERIENCE

Owner, Daily UX Writing: 2018 – Present

I started this as a hobby while on paternity leave. Built it into a community of over 15K (and growing) product makers all learning to be better UX Writers.

Advisor & Content Partner, UXCC: 2018 – Present

Created by Amazon and Google alumnus. Provide SEO advice, course material, and generally serve as a sounding board for the founders.

Sr. Content Strategist, GoodRx: 2018 – 2022

Strategic research for all content channels; earned, owned and emerging. Growth forecasting and analysis. Infographic design and data visualizations.

Sr. UX Writer, TrueCar: 2016 – 2018

The only UX Writer in a department of 200 designers, PMs, devs and data scientists. Research, write, design and test in multiple automotive product verticals.

Director, Creative Strategy, Wpromote: 2011 – 2016

Established and ran a creative shop within 200-person award-winning digital agency. Primary architect of messaging and UX strategy for all enterprise clients.

Drummer, Guttermouth: 2005 – 2011

Traveled 5 of the 7 continents, played music in front of 10's of 1000's of people, and learned teamwork while crammed in the back of a tour van.

EDUCATION

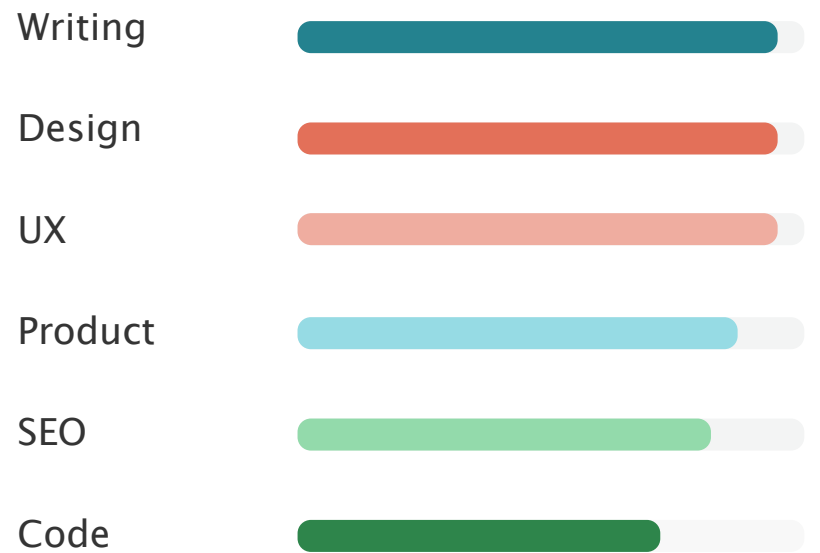
B.A. Political Science at CSULB: 2001 – 2007

Pre-law. Graduated with honors. Did the last several semesters from the road. I do not recommend.

UX, FEWD and JS at General Assembly: 2016 – 2018

UX design, research and usability training. CSS 3, HTML5 and JS with some Angular and React.

CREATIVE SKILLS



CODING SKILLS



SOFTWARE



HOBBIES

