

Ryan Reid

Writer turned designer, covering everything from PRD to PR. Staff at Figma through 2026, now building iOS apps and web tools. Looking for an impactful design role on a small team solving hard problems.

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EXPERIENCE

tktk studio

2026–NOW

- **Maker**
 - Designed, built, and shipped Tunnel Rat and ramps.studio solo—native iOS (SwiftUI) and web.
 - Established an agent-centric practice—Figma to Claude Code to GitHub—6 tools in 3 months.

Figma

2021–2026

- **Staff Product Designer**

2025–2026

 - Led design for Sites CMS, the Payload integration, and localization across 8 locales.
 - Designed the content model 3 teams used to ship 150+ templates—Slides, Sites, and Buzz.
 - Unified Sites and CMS publishing so content could ship without a designer in the loop.
- **Principal UX Writer**

2024–2025

 - Drove content design for Figma Slides, designed 4 features, set content strategy for Sites.
- **Head of UX Writing**

2024 · 6 MOS

INTERIM

 - Stepped in to lead 7 writers, kept my 4 product areas shipping, hired my successor.
- **Staff UX Writer**

2021–2024

 - First content designer on Figma Design, the flagship product—patterns still in use today.

Uber Eats

2019–2021

- **Senior UX Writer**

2020–2021

 - Led the cancellation flow redesign: +8% post-cancel retention, \$4M projected revenue YoY.
- **UX Writer**

2019–2020

 - Shipped content design for the Grocery, Rx, Alcohol, and unlisted-merchant launches.

Spotify UX Writer	2018–2019	Pinterest UX Writer Ads Quality Manager Content Strategist	2015–2018	Clover Product Specialist	2013–2015
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TALKS

<u>Content Design × AI: A Beginning, Not the End</u> Config · 2024	<u>Content Designers: It's Time to Design</u> Config · 2023	<u>Working with UX Writers in Figma</u> Config · 2022
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