

## RILEY HOONAN

DESIGN & TECHNOLOGY  
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## WORK EXPERIENCE

MATERIAL SECURITY	STAFF PRODUCT DESIGNER	DEC 2022 - CURRENT
	Redesigned Material's core product offering to combine four products for a more competitive single offering with a patent-pending IA. Established and scaled user research practices for the company.	
COINBASE	PRODUCT DESIGNER II	SEPT 2021 - DEC 2022
	Design owner for Coinbase financial crimes and compliance product suite. Led modernization of crypto tracking tools; brought new KYT ("Know Your Transaction") product to market.	
SYSTEM	PRODUCT DESIGNER	JULY 2019 - JULY 2021
	Launched alpha and beta. Ran user research and iterations for first OKR ("Users write to System.") Collaborated with engineering and data science to regularly launch new features, culminating in Series A.	
SCHEMA	SR. DESIGNER IN RESIDENCE	OCT 2018 - APR 2019
	Six month residency. Led user research (interviews and analysis), developed interaction models, wireframes, visual designs, and light code prototypes.	
TERALYTIC	PRODUCT DESIGN LEAD	AUG 2017 - OCT 2018
	Launched alpha and beta of soil health dashboard. Collaborated with TomorrowLab on soil probe iterations and improvements. Led user research sprints. Designed and built marketing site V1.	
FREELANCE	DESIGN @ R/GA, FROG DESIGN, HARRY'S, etc	SEPT 2015 - AUG 2017
COLUMN FIVE MEDIA	DESIGNER / ART DIRECTOR	MAR 2014 - SEP 2015
CONSUMER MEDIA NETWORK	DESIGNER	MAY 2011 - JUL 2013
TETHER	DESIGN INTERN	JUNE 2010 - JAN 2011

## TOOLSET

VISUAL DESIGN	Figma, Illustrator, Photoshop
COMPUTER SCIENCE	Javascript: Node, D3, Vanilla; Git; HTML; CSS
HUMAN-CENTERED DESIGN	Moderated and unmoderated user testing, survey design, thematic analysis, workshop design

## EDUCATION

MS DATA VISUALIZATION	PARSONS SCHOOL OF DESIGN	CLASS OF 2017
	Quantitative analysis, machine learning data structures, sonification, visualization	
D3.JS	METIS DATA SCIENCE BOOTCAMP	WINTER 2016
	D3.js, data structures, javascript	
IXD SUMMER INTENSIVE	SCHOOL OF VISUAL ARTS	SUMMER 2014
	Processing, data visualization	
BA GRAPHIC DESIGN	WESTERN WASHINGTON UNIVERSITY	CLASS OF 2010
	Typography, branding, publication, interactive, packaging, web, illustration	

## RECOGNITION

2024 - CO-INVENTOR ON PATENT (PENDING) FOR MATERIAL SECURITY INFO. ARCHITECTURE  
2017 - LONGLIST - INFORMATION IS BEAUTIFUL AWARDS  
2014 - INFOGRAPHIC FEATURED IN "HOW MAGAZINE" (VIA COLUMN FIVE)  
2013 - FEATURED INFOGRAPHIC IN FASTCO "BEST INFOGRAPHICS OF 2012"  
2011 & 2012 - SIX INFOGRAPHICS FEATURED AS FASTCO "INFOGRAPHIC OF THE DAY"

RECOMMENDATIONS AVAILABLE ON LINKEDIN  
REFERENCES AVAILABLE UPON REQUEST