

RYAN MCCARTHY

Senior Product Design Manager,
Streaming Media Specialist,
& Principal Designer in Aurora, CO

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CORE COMPETENCIES

Streaming Media UX | Mobile, Web, 10FT/
Connected TV UI

Design Systems | Atomic Design, Scalable
Frameworks

Rapid Iteration | Prototyping (Figma, ProtoPie,
Principle, HTML/CSS/JS)

User Research & A/B Testing | Data-Driven
Decision Making

Agile / Lean UX | Cross-functional Product
Collaboration

Leadership & Mentorship | Team Building, Career
Growth Planning

Metrics-Driven UX | Churn Reduction, Engagement
Growth

Tools: Figma, Sketch, Jira, Confluence, Adobe CC,
Wordpress, Laravel, PHP

WORK EXPERIENCE

TUBI (Fox Entertainment)

Senior Product Design Manager | Aug 2022 – Present

- Led UX strategy and execution for Tubi's OTT platform, driving design initiatives across mobile, web, and connected TV platforms.
- Managed a cross-functional team of designers, resulting in a 12% increase in engagement and a 6% reduction in churn year-over-year.
- Built scalable, cross-platform design systems in Figma, enhancing design consistency and accelerating design processes.
- Collaborated with Research and Data Science to optimize usability testing, A/B experimentation, and product roadmap prioritization.
- Mentored junior designers and established career development frameworks that promoted internal growth.

VIZIO

Product Design Manager | Aug 2021 – Aug 2022

- Spearheaded UX strategy for VIZIO's SmartCast OS and WatchFree+, supporting a record growth in monthly active users.
- Created a unified design system across web, mobile, and TV platforms, reducing design and development cycles by 25%.
- Led ideation workshops with Product, Engineering, and Research teams, facilitating MVP validation cycles.
- Designed high-fidelity prototypes using Figma and ProtoPie, streamlining stakeholder alignment pre-development.

STARZ Entertainment

Principal Product Designer, Web & TV | Feb 2016 – Aug 2021

- Designed and optimized streaming experiences across 10-foot TV apps, web, and mobile platforms.
- Developed and managed the STARZ design system, increasing UI consistency and scalability across multiple platform teams.
- Collaborated with Research to conduct usability tests and A/B experiments, influencing feature prioritization and roadmap planning.
- Contributed to initiatives leading to double-digit subscriber growth over two years.

Spectrum (Charter Communications)

Manager, User Interface Design | Nov 2014 – Feb 2016

- Led design and UX strategy for the Spectrum TV app, supporting over 24M users across set-top boxes and connected TV devices.
- Created core UI patterns and visual designs while building a centralized design system in Sketch.
- Collaborated with cross-functional teams to translate feature requirements into intuitive user experiences in an agile environment.

SPEX / FieldTek Inc.

Principal Product Designer | Jul 2014 – Nov 2014 (contract)

- Led UX/UI design and front-end development for iOS and iPad applications, significantly boosting user adoption and investor confidence.

MyWedding.com

Art Director, Web & Multimedia | Nov 2013 – Jul 2014

- Directed UX, multimedia, and branding for web platforms, increasing digital engagement by 18% YoY.

Unbridled Solutions

Multimedia Director | Nov 2011 – Jul 2013

- Led end-to-end creative production for Fortune 500 clients including UPS, ServiceNow, and Red Robin.

EDUCATION

The Art Institute

Digital Media & Web Technologies | 2007 – 2009

VOLUNTEER EXPERIENCE

Besties with Testies

Co-Founder | Nonprofit | 2010 – 2020

- Supporting cancer awareness through creative media initiatives and public outreach.