

Ronan Malone

User Experience and Product Designer

ronanmalone.com

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Summary

- Experienced UX and product designer with a strong background in enterprise application design, data-driven decision-making, and cross-functional collaboration.
- Skilled at modernizing legacy systems into streamlined, user-friendly SaaS applications by bridging design, development, and database structures.
- Recognized for translating complex workflows and disparate datasets into intuitive user experiences that simplify data management at scale.
- Proficient in Figma, Adobe Creative Cloud, HTML, CSS, and TypeScript, with a proven ability to align user needs with organizational goals.

Professional Experience

User Experience Designer, Risen One Consulting, July 2022 - August 2025

- Modernized a decades-old Microsoft Access system into a cloud-based SaaS application, improving usability, scalability, and data integrity for thousands of USDA users.
- Consolidated data from six legacy nursery databases and Oracle systems, standardizing structures and workflows to support enterprise-wide adoption.
- Resolved a long-stalled "Species Products" section that multiple development teams had previously been unable to modernize, enabling successful system rollout.
- Led UX design and front-end development of an employee status tracking application, scaling usage from 50 to over 20,000 users within four months.
- Partnered with ~50 Subject Matter Experts to conduct usability testing, surveys, and demonstrations, ensuring solutions aligned with real-world needs.
- Designed workflows and interfaces for multi-role systems, including forms, tables, user profiles, and roles & permissions.
- Authored clear, actionable GitHub issues (bugs, features, epics) and maintained wikis for two USDA applications, improving development efficiency.
- Peer-reviewed code and UX design for quality, accessibility, and consistency across Agile teams working in bi-weekly sprints.

Senior Promotions Producer, Fox 25 and CW34, Sinclair Broadcast Group, September 2019 - July 2022

- Prepared \$30,000 media budgets during each quarter, including digital and social media, cable, radio, and billboard campaigns.
- Scheduled promotions for four major radio companies during quarterly media buys.
- Managed co-op advertising submissions and reimbursement, including invoice tracking between Sinclair, Fox Network, The CW, Fox First Run, Twentieth Century Television, Debmar-Mercury, and Fox 25 & CW34.
- Reviewed and edited two promotional producers' commercial scripts to ensure quality, objectivity, and sensitivity regarding news content.
- Maintained archive of previous commercials, logos, branded content, stock imagery, employee and talent photos, and broadcast calendars.

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- Reported quarterly on PSAs run by two stations as per the Federal Communications Commission requirements.
- Photographed and edited head-shots for approximately 20 reporters and anchors twice.
- Wrote, filmed, and edited station commercial campaigns
- Prioritized commercial placement for the stations.
- Attended public events and distributed merchandise to viewers to increase brand awareness.
- Absorbed all graphic designer duties after the position was cut in 2020.

Promotions Coordinator, Fox 25 and CW34, Sinclair Broadcast Group, August 2019 - September 2019

- Tagged over 50 episodes a week with the stations' branding.
- Maintained data with thousands of commercial records to be aired at contracted or ideal times for broadcast television.

Graphic Designer, Fox 25 and CW34, Sinclair Broadcast Group, December 2016 - August 2019

- Designed and produced digital assets (graphs, logos, infographics, billboards).
- Created promotional still and motion graphics using Adobe Creative Suite (After Effects, Premiere, Photoshop, Illustrator, InDesign).
- Produced videos for promotional content.
- Photographed and filmed talent, city, and events.
- Posted social media content for The CW34 Facebook.
- Maintained brand identity across multiple platforms through consistent logo, font, and color use (television, social media, website, apps, sales presentations, apparel, promotional items).