Ross Rybalov

Product design leader specializing in solving real
user problems in a 0-1 design environment.

rossrybalov.com

linkedin

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EDUCATION

Masters of Human-Computer Interaction
Carnegie Mellon University, 2018

BS of Business Marketing
Santa Clara University, 2010

MENTORSHIP

Alumni Mentor
CMU MHCI Mentorship Program

SKILLS

User-Centered Design
Managing & leading design teams
Rapid prototyping (physical & digital)
Wireframing Web & mobile app design
Developing product vision & value
Design Thinking methodology & reasoning

User Research
Identifying new target markets
User testing prototypes in all fidelities
Early product concept testing
Usability testing
Contextual inquiry & analysis

Business
De-risking new products & features
Lean product testing
Cross-functional team management
Feature & technology definition
Timeline & project plan building
Communication (visual & verbal)
Metrics & analytics analysis
KPI definition & tracking
Simplifying & relating complex concepts

TOOLS

Sketch, Figma, Invision & Studio, Axure,
Adobe Xd, Adobe CC Suite, Mixpanel

SELECTED EXPERIENCE

Numo Fintech Incubator   April '19 – Present

indi (acquired by Tempus Payments)

Head of Design	June '22 – Present
Experience Design Lead	May '21 – June '22

Leading the Design Team for indi, a bank account for gig workers, serving over 40,000 cardholders – increasing application submission rates by 31%, activation 3x and retention 4x.

- Launched steady releases of compelling features across the banking mobile app and SaaS payment portal. Identified new target market & redesigned app to focus on their unmet needs.

Mercury Lending POC (acquired by PNC)

Founding Designer	June '21 – Sept '22

Led the 0-1 product strategy & design of a lightweight Loan Origination System (LOS) application for small businesses that decreased lead time through a seamless integration with business software.

PNC Bank | Enterprise Innovation Team

Experience Design Lead	April '19 – May '21

Specialized in creating new consumer financial products for novice consumer users, not skilled in managing their finances, focusing on investment/wealth management and lending/mortgages.

- Led teams of designers and strategists to discover and solve for unmet user needs through exploratory research, ideation, concept testing and validation, UX/UI design, and product launch.

Hewlett Packard Enterprise

Product Experience Manager	Jun '16 – May '17

Responsible for creating an end-to-end customer experience by positioning and demoing the HPE hardware portfolio of products across top tier events. Created engaging and interactive product demos, directly contributing to over 2,400 won deals, over $410 million in sales closed to date, +32% YoY.

Go-To-Market Manager, Strategy & Planning	Apr '14 – May '16

Led the division in marketing reporting & metrics initiatives as well as strategy and execution of the largest tradeshows - developed effective E-staff KPI reporting strategy that spans 7 departments with over 65 new KPIs.