

Ryan Ninete
1535 N 208th Terrace
Elkhorn, NE 68022
402.720.6925
ryanninete@gmail.com
<http://www.ninete.com>

A proven leader, I look forward to continuing to learn and share as a mentor, leader, and peer.

Senior Specialist, Experience Design Lead - TD Ameritrade
August 2019 – Present

Providing a Better experience is inherent in what TD Ameritrade does and due to great feedback from my contract position with LenmarIT, I was offered a full-time position with TD Ameritrade to continue to support the team I was assisting during my contract, and to support the Experience Design team in the Design System rollout and with new and ongoing projects within the organization.

Consulting Webmaster - Children's Hospital & Medical Center
April 2015 – April 2020

As a Consulting Webmaster, I have been a support role to the full-time Webmaster. I am focused on projects that help with the user experience by modifying the user interface on childrensomaha.org and other web properties under the Children's umbrella which include sites to support events built in WordPress.

UI/UX Design Lead - LenmarIT
August 2018 – August 2019

As a contract employee, I am currently working on a 6-month agreement to provide UI/UX Design for TD Ameritrade's Lean Center of Excellence and the Enterprise Workflow Automation project. This will help provide a great user experience for our associates and add efficiency and ease that will translate to a great client experience.

Senior Digital Communications Specialist – HDR
February 2016 – July 2018

Brought back to HDR to focus on their redesign of the intranet. Moving from SharePoint 2010 to a hybrid environment of SharePoint 2016 and SharePoint Online, the focus was on the experience and

the design elements that would clear up frustrations with the use of the intranet as it currently exists.

To help with the experience and to expedite the process, I researched and found a third-party theme and webparts that I could quickly create design prototypes for page layouts. The prototyping quickly gained approval which led to the purchase of the theme and webparts. This sped up the redesign process and allowed us to meet the deadline of creating a homepage and about us section for review.

Lead Web Designer – HDR
January 2014 – April 2015

As the lead web designer, I was responsible for building sites on SharePoint and WordPress for internal clients.

For SharePoint sites, I used an InDesign based wireframe system similar to Sketch to quickly get buy in for a new theme to be applied to existing sites, to help with our newly launched branding effort. Once the wireframes were approved, I went right into build out in SharePoint to gain approval. With little to no changes, the new theme was launched and in use within weeks.

Senior Graphic Designer - HDR
May 2012 – January 2014

Identified and brought on as a key hire with a focus on establishing web design procedures. Working on building a better relationship with our IT staff and becoming the web resource for the Engineering - Creative Studio.

Senior Digital Marketing Specialist - TD Ameritrade Institutional
December 2011 – May 2012

Brought on to the Institutional Marketing team to help with a site redesign and focus on leveraging the digital channel for the business. Responsible for maintaining the current site and promotions, and working with my Senior manager, internal IT teams, and vendors, with the site redesign effort.

eMarketing Design Manager - TD Ameritrade
October 2011 – December 2011

Responsible for managing, mentoring, and leading a team of three web designers, ensuring their work is on brief, meets the brand standards, and managing their workflow. Provide input and guidance for large scale projects and campaigns, using online tactics, focused on user experience. Manage external vendor relationships.

Lead Interactive Designer - TD Ameritrade
February 2010 – October 2011

Responsible for mentoring and training the web design team, ensuring their work is on brief, meets the brand standards, and managing their workflow. Provide input and guidance for large scale projects and campaigns, using online tactics, focused on user experience. Manage external vendor relationships.

Working with Adobe Test & Target team, I assisted with A/B testing, creating wireframes and final design files to be used to create design recipes targeting multiple customer profiles. After a test was completed, I helped implement the winning recipe and then began the testing again to continue to improve the experience and success of the TDAmeritrade.com and its many campaigns.

Web Production Manager - Marketing, TD Ameritrade
August 2007 – February 2010

Create, maintain, and optimize the TD Ameritrade marketing site (<http://www.tdameritrade.com>) including the production of motion graphics, modules, new pages, and campaign microsites. Work closely with project managers, internal and external resources to ensure optimal user experience and that project goals are met or exceeded.

Web Designer - GiftCertificates.com
March 2006 – August 2007

Create and implement web-based product promotion, including emails, banner advertisements, web pages, flash animations, and newsletters. Develop corresponding print collateral pieces, including postcards, newsletters, gift card designs, trade show displays, packaging, and brochures.

Web Designer/Photographer - Lynn Roberts Holdings
July 2005 – March 2006

Photograph full product line for print and web collateral. Create and maintain new web site design, including enhanced navigation.

Web Designer - TEK Industries/AccuCut Systems
June 1998 – July 2005

Administered all aspects of in-house web site, including web site design and page layout, navigation/functionality, and creating and updating html within a ColdFusion based e-commerce site.