# Ryan Spohn

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**Product designer with over 20 years of experience building products and leading teams at Google, Salesforce, & startups.** I both design & build. Delivered more than 100 product launches. Three acquisitions. Co-founded one company. Currently spearheading design strategy for Google Drive's AI transformation, shaping interaction models for capabilities that lack established conventions.

## WORK EXPERIENCE

### Google ◦ Boulder, CO

### UX Design Manager, Google Drive | Oct 2021 – Present

**Design strategy lead for Drive's AI investments, defining AI-native interaction models for a billion-user platform.**

- Authored the foundational UX brief for AI Mode that framed the vision and guiding principles. Took the MVP from pitch to internal testing in under two months, securing SVP-level buy-in for a unified, conversational analysis experience
- **Led UX strategy and hands-on design across Drive's AI transformation: AI Mode, AI Overviews, PDF and video summaries, and early-stage agentic capabilities.** Ran cross-functional design sprints shaping the 2024-2026 AI roadmaps.
- Drove a 17% increase in AI 28-day MAU through Homepage Inline Summaries. Directed Help Me Organize to Alpha with a 96% user helpfulness rating. Shipped Mobile Homepage redesign (40% hit rate increase), the Drive video player (8M views/day), and Mobile Scanner improvements (20% scan increase).
- Assumed Director-level responsibilities in 2024, scaling from 6 to 14 direct reports across 6 product areas. **Oversaw 26 GA launches in 2023 and 85+ in 2024.** Team's accessibility remediation helped win back a $17M enterprise contract renewal.
- Built functional prototypes in code to validate direction before committing engineering resources, including a Chrome extension emulating AI Mode pre-launch and responsive Gemini-in-Workspace typography behavior. **Maintained 100+ design critique reviews annually.** Team owns the Drive Figma component library used by 100+ teams across Google.
- Supported 3 direct report promotions in 2024 and 5 additional promotions since 2018. Manager survey scores consistently among the highest at Google. **Currently implementing a team-wide AI literacy program** covering LLM fundamentals, non-deterministic design, agentic patterns, and eval integration.

## SKILLS

**Design Craft:**
Interaction design, visual design, front-end prototyping in code (HTML/CSS/JS, React), Figma, design systems, documentation, rapid prototyping, user research, usability testing, accessibility (WCAG), end-to-end product design

**AI & Development:**
Developer tools: Claude Code, Codex, Cursor, Antigravity, Google AI Studio, MCP servers, System Instructions and Skills, Google ADK, Gemini, GCP, LLM integration, prompt engineering, agent orchestration

**Domains:**
Human-AI interaction, conversational and agentic UX, responsible AI, AI safety and trust, enterprise SaaS, cross-platform design (web, desktop, mobile apps), 0-to-1 product development, data-informed design

**Leadership:** Design team management (up to 14 reports), design critique, cross-functional partnership, product vision, stakeholder communication, design operations, design thinking, design culture development

## INDEPENDENT PROJECTS

**Family Briefing Agent** | 2026
Built and deployed an autonomous coordination agent using Google ADK, Gemini, & GCP. A 5-stage LLM pipeline scans 9 calendars and 2 inboxes nightly, tracks deadlines across runs, and delivers a synthesized HTML brief. In production daily.

## EDUCATION

**Columbus College of Art & Design**
Bachelor of Fine Arts (BFA),
Industrial Design | Aug 1997 – Jan 2002

## WORK EXPERIENCE

### Staff UX Designer, Google Drive | Aug 2019 – Oct 2021

**Information Governance UX lead for Drive's highest-priority enterprise initiatives.**

- Co-founded and co-authored the charter for the Drive Advisory Board, a quarterly forum with enterprise customers and regional technology leaders that **directly informed product investment and roadmap decisions**.
- **Led UX for Drive Labels, an enterprise classification system** spanning Drive, Docs, Sheets, & Slides, from Beta through GA. Delivered specs, full-fidelity prototypes, & UX approvals that **unblocked a 9-figure multi-year enterprise contract**.
- Labels grew to thousands of customers, **classifying millions of items in year one**, with DLP integration scanning billions of items. Featured in Google Cloud Next keynote. Co-presented work to Forrester analysts.
- **Led InfoGov design strategy** across Client-Side Encryption, Labels, Counter-abuse, & Data Loss Prevention (6+ designers).

### UX Design Manager, Google Drive | Jul 2016 – Aug 2019

**Led an 8-person UX team while maintaining hands-on IC design leadership.**

- **Authored UX strategy** for Drive's overlapping desktop sync products (Backup & Sync and Drive File Stream, 30M+ users) that drove a clearer near-term distinction between them and argued for their eventual convergence on a single file-streaming approach, validated years later when the products merged into Drive for Desktop.
- **Stepped in as interim PM** for Backup & Sync when the PM departed pre-launch, managing cross-product-area negotiations and resolving 97 technical and UX issues to ship on time.
- **Established team critique culture, design review processes, and quality standards** that became the operational foundation for Drive UX. Hands-on design system contributions included tokenization of the Drive typography system.

## Salesforce ◦ San Francisco, CA

### Principal Product Designer | Oct 2013 – Jul 2016

**Led Salesforce1 mobile design across iOS, Android, Windows, & web.**
**Co-created the Lightning Design System.**

- **Built Salesforce's first dedicated mobile UX team** (3-5 reports) and defined the cross-product roadmap, closing functionality gaps between desktop and mobile.
- **Co-created the Lightning Design System and led its extension from mobile into the desktop platform**, working across every first-party product team.
- Initiated and led the design track of "Adapt" (20+ designers), the largest coordinated UX effort in Salesforce's history at that time: a **pattern-by-pattern modernization of the legacy UI** into the Lightning Experience.
- **Presented UX strategy directly to CEO Marc Benioff** on three occasions. Provided daily design updates to co-founder Parker Harris and orchestrated the Product Experience section of monthly executive sprint reviews.

## WORK EXPERIENCE

### Lead Designer, User Experience | Oct 2011 – Sep 2013

**Designed & launched Salesforce1 mobile.**
**Co-created one of the first code-based design systems.**

- **Defined the global record layout primitives and IA structure for Salesforce1 mobile**, used across 40+ scrum teams. Participated in daily standups with co-founder Parker Harris from the initial war room through launch. Work resulted in two US design patents (USD743999S1, USD744000S1).
- **Co-created the Salesforce1 Living Style Guide, a code-based design system** built before the practice was standardized across the industry. Precursor to the Lightning Design System.
- Took over **leadership of the design systems UX team** (~7 reports) after being nominated by the departing team lead. First management role.

## WORK EXPERIENCE – EARLIER ROLES

### Lead UX Designer, SafetyWeb (acquired by Experian) | Aug 2010 – Oct 2011

Design lead across web and mobile. Managed contractors.

### UX Designer, FamilyLink | Apr 2009 – Aug 2010

Designed web, iPhone, and Facebook apps for a platform with 80M+ users.

### UX Designer, HiveLive (acquired by RightNow Technologies) | Sep 2007 – Apr 2009

Sole UX designer on enterprise social software platform.

### Co-founder, ProtectMyPhotos | Jan 2005 – Aug 2007

Photo backup service. Designer + front-end developer. Deals with ArcSoft and Best Buy.

### Designer, Pearl Street Software (acquired by MyHeritage) | Apr 2003 – Aug 2007

Graphic & packaging design, Windows native app UI design