

Ryan Caspian

Product Strategy & Human-Centered Design

Summary

A senior product designer with a decade of experience building and scaling consumer hardware, services, logistics, mobile, and web products for industry leaders like Amazon and Riot Games. Combines product vision, systems thinking, customer research, prototyping, and 0-1 user experience design with a foundation in software development to define and execute complex product experiences.

Competencies

Product Strategy • UX & UI • System Architecture • Prototyping • Research • Design Leadership • Web & Mobile Dev • AI Workflows (Cursor / Claude) • Figma • 3D / Blender • Narrative Writing

Experience

Product Design Lead — Riot Games (2023 – 2026)

- Responsible for UX vision across all verticals of customer-facing digital Esports products (League of Legends, Valorant, TFT); defined the experience bar for best-in-class Esports web viewership.
- Conceptualized and led 0-1 product initiatives from strategy through execution for Riot Esports Network, including core system architecture and navigation, new-to-world live video features and fan engagement experiences, and a foundational fandom and channel strategy.
- Led the end-to-end design of CompeteTFT, taking a new competitive TFT web experience for pros and fans from initial product definition through detailed design and launch.
- Connected previously siloed teams across sports, broadcast, tech, video, and viewing platforms to establish a cohesive product strategy for Riot Esports web experiences.

User Experience Designer II — Amazon Glow (2019 – 2023)

- Designed, evaluated, and launched core video calling and app browsing experiences on a new-to-world hardware device for kids, and the companion mobile app, enabling simultaneous video calling and play.
- Developed the research and foundational strategy for new creative and music activities.
- Built collaborative working relationships with 3rd-party app creators, integrating unique app experiences into the hardware product; drove collaboration between visual, motion, and sound design contributors.

User Experience Designer II — Alexa Connect Kit (2018 – 2019)

- Owned and executed design strategy and vision-building for a new-to-world website through customer research, mental modeling, journey mapping, and concept creation.
- Delivered web solutions that enabled large-scale 3rd-party brands and manufacturers to build, integrate, launch, and manage their hardware products with Alexa.

Human-Centered Designer — Amazon Flex (2016 – 2018)

- Designed and launched ten mobile features (iOS and Android) significantly impacting delivery success at single family homes, apartments, gated communities, Amazon Lockers, and new modes of delivery (in-vehicle, in-home, photo upon delivery, and age verification).
- Delivered solutions that reduced delivery completion time at apartments and gated communities by 20% and incomplete delivery instances by 56%, as well as a 10% reduction in support calls worldwide.
- Led the design of a patented navigation interface (#D857719) built to make it easier for drivers to gauge their in-vehicle distance from an upcoming turn.
- Designed and delivered the first iteration of a design system, enabling Design and Engineering partners to create consistent and efficient solutions. Worked alongside iOS and Android partners to implement.

Education

B.S. Information Technology — Rochester Institute of Technology (2011 - 2015)

Minor in Software Engineering — Focus in Web & Mobile Development