

# Ryan Hubbard

ryanhubbard.org

1701 Kilbourne PI NW, Washington, DC 20010  
me-at-ryanhubbard-dot-org / @ryanhubbard / 423.276.3400

## About

Systems Engineer transitioning into the world of User-Centered Design and Social Entrepreneurship.

## Education

**Olin College of Engineering**  
B.S. in Systems Engineering, 2008

Member of pioneering 3<sup>rd</sup> class at newly developed college ranked by US News and World report as one of the Top 10 Undergraduate Engineering Programs.

Designed and ran two new courses at the school; founded mailing list that circulated to over 90% of the student body; founded club chapter that won national recognition; studied abroad in Rome, Italy; elected to student government.

## Recognition

Full Tuition Merit Scholarship  
worth over \$130,000

StartingBloc  
Social Innovation Fellowship

Pending Patent  
HIV Prevention Device

## Skills

HTML / CSS / JavaScript / Python /  
Django / C# / Selenium / Java /  
Scrum / Agile Development

Solid Works / Welding / Rapid  
Prototype Manufacturing

Contextual Inquiry / Usability Testing  
/ Journey Mapping / Prototyping /  
Ideation / Affinity Mapping

Project Management / Strategy  
Development / Grant Writing /  
Presentations / Public Speaking

## Featured Experience



### Ashoka – Social Entrepreneurship Nonprofit

Change Your City Team / Washington, DC / Oct 2009–July 2009

Shaped national and regional strategy for initiative aimed at accelerating social innovation in cities. Provided coordination for pilot that included media campaign reaching over 2.5 million viewers per day. Led design and project management of website for Denver pilot.

Led research and development of conceptual framework for building an enabling environment for social innovation. Participated in designing experience of national conference of city leaders.



### Huddle – Online Collaboration Startup

Product Team, Dev Team / London, UK / Oct 2009–Oct 2009

Championed user-centered design as part of the product team for online collaboration tool. Initiated company's first on-site customer visit and conducted first usability studies.

Combined qualitative interviews with analytical analysis to identify weak points in user experience. Led redesign of experience for new users, resulting in increased retention and upgrade rates.



### Just Milk – Innovation to prevent HIV Transmission

Design Team / MIT, Cambridge, MA / Summer 2008

Designed novel product to prevent HIV transmission, working with international design team. Innovation received \$100,000 grant from Gates Foundation and was taken up by Family Health International for further development.



### Appropriate Technology – Stove Design

Design Team / Olin College, Needham, MA / 2007–2008

Assembled team and won \$50,000 grant for year long redesign of wood-burning stove for Guatemalan use. Delivered construction manual for design that balanced tradeoffs between cost, efficiency, safety, and desirability. Design now distributed by over 200 Guatemalan entrepreneurs. Presented results at international conference.

## Additional Work Experience

Fire Performance Artist / Coal Miner / Theatrical Lighting Designer /  
Computer Programmer / Summer Program Instructor / Lifeguard

## Interests

You / People / Learning / Teaching / Cities / Mountains / Climbing /  
Backpacking / Storytelling / Experience Design / Social  
Entrepreneurship / Cognitive Psychology / Most Everything Else