

Ryan McCarty

GREATER BOSTON, MA

Director of Experience | Experience Strategy, Content & AI

hello@ryankm.com

linkedin.com/in/ryankmccarty

ryankm.com

Experience leader with **ten years, 75+ engagements, and 50+ organizations** across enterprise **healthcare and higher education**. I turn sprawling digital ecosystems into paths people can actually follow: the architecture, the content, the search, and now the AI experiences on top. Trained in behavioral psychology, promoted four times in eight years, and trusted to run the work end to end.

EXPERIENCE

Primacy

BOSTON, MA (JAN 2018–PRESENT)

• Director, Experience	2026–PRESENT
Associate Director, Experience	2024–2026
Lead Experience Designer	2023–2024
Senior Experience Designer	2022–2023
Experience Designer	2018–2022

- **Own experience strategy and delivery** for enterprise health-system and university programs, end to end from discovery through launch and post-launch optimization, including a university brand and web redesign followed by a 15% rise in applications.
- **Lead and mentor** the experience design team; the connective layer across creative, technology, and client stakeholders in matrixed organizations.
- Pioneer **AI discovery and personalization**: a conversational AI advisor grounded in a live catalog of 100+ programs, and site-wide AI personalization for university partners.
- Direct **information architecture** for complex ecosystems: multi-site taxonomies and navigation restructured so people find what they came for, at scales up to 12 domains spanning 18 hospitals and six colleges.
- Design **provider and location discovery** (Find a Doctor, Find a Location) for health systems, integrating scheduling (Epic/MyChart), provider data (Kyruus), and reputation platforms; one build unified three separate Epic instances into a single patient experience.
- Define **content strategy and governance**: models, standards, and workflows that keep enterprise sites consistent and scalable.
- Run **technical SEO and search-experience audits**; translate analytics, heatmap, and A/B-testing signals into experience, content, and platform decisions.

Independent UX Consultant

MASSACHUSETTS (2015–2021)

UX, brand, and website redesigns for small and mid-sized businesses.

Research Apprentice, UMass Boston

(2014–2015)

Visual perception and attention research, the base of an evidence-led practice.

EDUCATION

Brandeis University

M.S., User-Centered Design

MAGNA CUM LAUDE, 2017

UMass Boston

B.S., Behavioral Psychology

2015

CORE COMPETENCIES

01 Experience Strategy & Design

Enterprise digital experience, design systems, accessibility

02 Information & Systems Architecture

IA and navigation, taxonomy, findability

03 Research & Behavioral Insight

UX research, usability testing, consumer analytics

04 Content Strategy & Operations

Governance, SEO and organic discovery

05 AI Strategy & Operations

AI-driven experience, personalization, experimentation

06 Leadership & Delivery

Team leadership, roadmapping, stakeholder alignment

RECOGNITION

Part of numerous award-winning project teams at Primacy, including:

Webby Award: People's Voice Winner for a research-university digital platform

eHealthcare Leadership Awards: two Gold awards for health-system web experiences

Educational Advertising Award: college website redesign

TOOLS & PLATFORMS

Design & delivery: Figma, Axure, Adobe Creative Cloud, Jira, Confluence

Enterprise CMS & DXP: Drupal, Sitecore, Adobe Experience Manager, Contentful

SEO & organic discovery: Screaming Frog, Google Search Console, Semrush, Ahrefs

Analytics & research: GA4, Adobe Analytics, Google Tag Manager, Hotjar, Optimal Workshop, UserTesting

Personalization & CRO: Adobe Target, Optimizely, VWO

Healthcare platforms: Epic / MyChart, Kyruus, Healthgrades, Press Ganey

AI: Claude / Claude Code, ChatGPT, Gemini