Ria Scureman

Senior Web Experience Designer • Creative Director • Visual Design Manager
Raleigh, NC • Open to Remote & Hybrid Roles
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Award-winning visual design leader with proven success managing complex, high-profile enterprise web projects from concept to completion. Known for delivering compelling digital experiences through user-centered, data-driven responsive design, UX strategy, and visionary creative direction. Highly skilled in AI tools, Figma, design systems, and cross-functional collaboration, with a passion for elevating teams, optimizing workflows, and aligning digital innovation with business goals. Demonstrated ability to define the right solution from the start by applying strategic discovery methods, sharp problem-framing skills, and stakeholder alignment. Recognized for rapidly translating requirements into visually compelling and goal-oriented designs that minimize rework and drive results.

Seeking senior-level opportunities as a Senior Web Designer, Visual Design Lead, Digital Design Strategist, or Web Design Manager focused on digital creative excellence focused on achieving measurable results.

Work Experience

Sr. Web Designer, Global Web Content & Experience

Lenovo
Jan 2019 - Aug 2025

Led visual design for Lenovo's Global Web Content & Experience team, shaping scalable web experiences and establishing a global design system that unified brand expression across Lenovo.com. Directed high-profile, web-based projects and campaign work, aligning design strategy with business goals while collaborating across UX, engineering, and marketing teams to improve quality, performance, and consistency throughout the enterprise web ecosystem.

Key Achievements

Trackpoint Design System

- Led the creation and full-scale rollout of the Trackpoint Design System at Lenovo, aligning UX, marketing, and brand teams through a scalable design framework that improved visual consistency and accelerated design workflows across digital platforms.
- Spearheaded the conception, naming, and implementation of Lenovo's design system, driving digital standardization across global design teams for improved consistency and efficiency.

- Initiated and led cross-functional collaboration across ecommerce, marketing, UX, and engineering stakeholders to ensure platform-wide adoption, establishing governance workflows and securing executive sponsorship.
- Transitioned the design system from Adobe XD to Figma to future-proof tooling and enhance scalability.
- Awarded internally for advancing global consistency, improving design velocity, and elevating brand cohesion across Lenovo's digital ecosystem.

Strategic Design Leadership for Global Web Experience (GWCE Team)

- Drove the visual design strategy and execution for enterprise-scale digital projects, enhancing user experience, brand alignment, and customer engagement across Lenovo.com.
- Defined the strategic design direction for high-level digital transformation projects, aligning visual identity with business objectives and user insights.
- Clearly articulated design rationale to stakeholders to ensure alignment, accelerate decision-making, and reduce revisions in high-profile website and campaign projects.
- Led UX and UI design for major global campaigns and events including Tech World, CES, MWC, and IFA, acting as the go-to lead designer for high-priority initiatives.
- Elevated customer experience through UX-focused projects that optimized usability, accessibility, and design responsiveness across platforms.
- Streamlined design workflows by implementing scalable systems and reusable components, fostering collaboration and operational efficiency.
- Applied experimental design thinking to craft impactful solutions for complex digital challenges, often under tight timelines.
- Earned a reputation for professionalism and diplomacy in cross-functional collaboration, resulting in consistent executive-level trust and buy-in.
- Synthesized user behavior data and business goals to inform iterative, user-centered design decisions.

Web & Digital Design Manager (Contract)
Lenovo
Apr 2015 - Sep 2016

Executed front-end web design and development for the Lenovo Apps team as a full-time contractor, creating branded microsites and digital assets to support global consumer software products. Focused on user-centered design, responsive layouts, and brand alignment across product web experiences. Applied brand guidelines, UX best practices, and a strong aesthetic sensibility to improve engagement, consistency, and usability across web platforms.

Key Achievements

- Collaborated daily with cross-functional teams, including product managers, UX designers, and content writers to translate business goals into visually compelling, user-centered designs. Designed and developed select product sites using HTML5, CSS, PHP, and JavaScript, while ensuring brand consistency, responsiveness, and accessibility.
- Produced web-ready graphics and high-fidelity prototypes to support product launches and campaign initiatives. Created reusable visual design assets and building blocks to streamline

development and ensure alignment with global branding. Delivered technically precise design files that adhered to size, weight, and localization standards.
- Successfully designed and launched multiple web properties, including the SHAREit and Lenovo Connect2 product websites, improving traffic and conversions through cleaner UI, improved content hierarchy, and modern visual design.
- Led end-to-end site design for Lenovo Connect2, from concept to deployment, including ongoing updates and optimizations.
- Conducted internal workshops on web content best practices based on The Practical Guide to Web Content, strengthening team skills across Lenovo departments.
- Contributed to brand integration efforts by applying Lenovo's evolving brand standards to site design, graphics, and content presentation.
- Recognized for attention to detail, task ownership, and the ability to balance visual creativity with business and technical constraints.

Founder/Owner, Principal Designer & Creative Director

Riavon Enterprises, LLC (RE)
Jan 2012 - Mar 2015
Sole Proprietor / Freelance

Delivered creative direction, digital strategy, and custom WordPress solutions for small businesses and enterprise marketing teams. Led full-cycle execution of brand identity systems, content strategy, and responsive web development to elevate client visibility, engagement, and conversion.

Key Achievements

- Directed visual brand development including logos, digital style guides, and campaign asset design to support cohesive cross-channel presence
- Designed and developed responsive, user-focused websites using WordPress, HTML, CSS, PHP, and JavaScript, with integrations for e-commerce, email marketing, and analytics
- Developed content strategies and wrote UX-aligned copy to clarify messaging, improve usability, and support SEO readiness
- Served as a trusted vendor to enterprise marketing teams, delivering high-quality campaign microsites and digital assets on deadline under white-label agreements.
- Provided WordPress maintenance, plugin and security updates, basic client training, and host coordination during a time of rapid digital evolution

Web Designer (12-month contract)
PPD (Pharmaceutical Product Development)
Aug 2013 – Aug 2014

- Supported digital communications and marketing initiatives through UX design, front-end development, and cross-functional collaboration.
- Created wireframes, prototypes, and UI specifications to guide site builds and feature enhancements.

- Designed and developed templates, landing pages, and microsites aligned with brand and usability standards across multiple digital channels.
- Worked closely with stakeholders, product managers, developers, and marketing teams to define project scope, clarify requirements, and deliver optimized web solutions.
- Applied A/B testing insights to improve user engagement and site performance.
- Participated in QA and vendor coordination to ensure pixel-perfect execution and functional alignment.

Key Achievements

- Designed, developed, and launched a complete website for PPD's satellite company, X-Rx Discovery.
- Delivered custom front-end development for a high-profile, PPD-sponsored industry event site.
- Improved usability and visual quality across multiple digital assets through user-centered design and iterative testing.

Foundational Career Roles in Advertising, Print, and Marketing Communications

Early career roles in broadcast media and commercial printing evolved into marketing communications, marketing project manager, and media advertising sales roles that built core knowledge and solidified my expertise in brand messaging, project coordination, and audience engagement. These early experiences provided the professional foundation that eventually led to my specialization in digital visual design. Additional details about the specifics and timing of these roles are available upon request.

Core Competencies

Tech stack and tools

Design & Creative

- Figma (Professional)
- Adobe Creative Suite & Adobe Sensei AI
- Adobe Firefly / Midjourney / DALL·E
- Webflow
- Framer
- InVision
- Miro

Web Development

- WordPress (Advanced), including:
- GeneratePress / GenerateBlocks / Elementor / Beaver Builder
- HTML / CSS
- Visual Studio (VS) Code
- Webflow

AI & Generative

- ChatGPT (GPT-5)
- Microsoft CoPilot (Certified)
- Generative AI tools
- Adobe Sensei AI

Productivity & Collaboration

- Google Workspace
- Microsoft 365/Office
- Trello / Notion
- Jira / Confluence

Accessibility & Standards

- Axe
- WAVE by WebAIM
- Stark

Design & strategy skills

- Design Execution & Systems
- Visual Design Direction
- Design Systems
- Responsive Web Design
- UX/UI Collaboration
- Wireframing
- Prototyping
- Design Ops

Branding & Content Strategy

- Branding & Identity
- Content Strategy
- Web Design Strategy
- Creative Brief Development
- Digital Campaign Design

Accessibility & Standards

- Accessibility Standards (WCAG)
- W3C Web Standards Compliance
- Design Thinking

Professional Competencies

Leadership & Collaboration

- Creative Leadership
- Cross-Functional Collaboration
- Team Mentorship
- Strategic Planning

Communication & Client Engagement

- Stakeholder Communication & Presentation
- Articulation of Design Rationale
- Client-Facing Presentation

Performance Optimization

- Problem Solving
- Attention to Detail
- Adaptability
- Time Management

Education

Bachelor of Arts, English
Mansfield University

Professional Certifications

- FigmaTraining.com Course & Certificate - SaaS Design, Issued Jun 2024
- Career Essentials in Generative AI – Microsoft, Issued Aug 2025

Awards and Honors

- *Web Award for Outstanding Achievement in Web Development: Best Computer Hardware Website, Best Marketing Website, Best Technology Website*
  Lead Web Designer: Ria Scureman
  Web Marketing Association, Sept. 2020