

TIM ROGUS

EXPERIENCE

2018 - present

Product Design Lead

Policygenius

Launched new home & auto insurance comparison vertical, working closely with product and ops teams to hit aggressive OKR's. Extensive user research for problem validation and de-risking product initiatives.

Mentored and trained other product designers.

2017 - 2018

Director of Product Design

The Social Edge

Product design for a social media management tool called Contempo, used by influencers, and internal team that ran George Takei's accounts.

Worked with VP of Product to plan features and product strategy. Ran user research and analytics and assisted in growth marketing efforts. Redesigned web & mobile.

2015 - 2017

Director of User Experience

StockTwits

Led design and user experience initiatives for largest social network of traders and investors, collaborating with Director of Product and COO on product ideation and strategy. Managed design team.

In charge of user research, product analytics and A/B testing efforts, including one test that increased web registrations 80%. Redesigned web experience & native apps, leading us to be featured in the iOS store.

2012 - 2015

UX Strategy Lead

SNAP Interactive

UX strategy and design for web and mobile dating app AYI - Are You Interested? (80+ million installs). Worked with product managers and CEO to take new features from specs to wireframes to mocks and iterated on rapid MVP releases. In charge of UX research (usability testing, surveys, A/B testing).

Architected core experience and design for a brand new mobile-first dating app, The Grade. After launching, worked on rapid product iterations.

SKILLS

CORE

UX design, UI design (web, mobile, tablet), information architecture, product management, product ideation, product analytics, user research, team management

SECONDARY

A/B testing, usability testing, flow charts, heat maps, personas, rapid prototyping, surveys, qualitative interviewing, competitive analysis, wireframing, front-end development, HTML/CSS, Sass, Less, JavaScript, ReactJS, Vue JS, jQuery, Python, Git, responsive design, print collateral, branding, copywriting, data analytics, business intelligence, Agile, Lean, Scrum, game design, animation, digital illustration, responsive design, iconography, data visualization, T-shirt design, digital marketing, digital advertising, social media, PR, machine learning, data science (numpy, pandas, scikit-learn)

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EXPERIENCE (CONT.)

- 2016 - present **Co-Founder**
devRant
Built a community of 80,000 software developers with one technical co-founder. Heading product, design and UX along with work in marketing, operations and community management. iOS/Android/web app.
- 2002 - 2011 **Sr. Web Designer**
eDigita
Design and front-end coding for 100+ client sites for web and mobile for a wide range of startups, social networks, e-commerce, admin software, and more.
- 2009 - 2011 **UI/UX Designer**
im-genius
UI/UX design and front-end coding for a variety of sites: real estate, business networking, booking/management software, music social network, and an online college.
- 2002 - 2011 **UI/UX Designer**
[Freelance]
UI/UX design and front-end coding for UI-heavy sites: music portal, streaming video service, and more.
- 2002 - 2004 **Web Designer**
Planet iBiz
Designed and front-end coded web sites and email marketing for finance, e-commerce, and food services.

EDUCATION

- 2002 - 2005 **B.A. in Psychology**
Macalester College
Further Study: 80+ courses taken at General Assembly, Lean UX NYC, Workshops with Steve Krug and Louis Rosenfeld, Nielson Norman Group classes, (topics have included: usability testing, design studio, empathy mapping, persona development, lean UX research methods, metrics-based product management).

TOOLS

Sketch, Zeplin, Photoshop, Illustrator, InDesign, Animate/Flash, After Effects, Principle, Gliffy, Axure, Balsamiq, Draw.io, Whimsical, InVision, UXPin, Framer, Origami, Usertesting.com, Usabilityhub, Crazyegg, Optimizely, Jira, Trello, Clubhouse, Google Analytics, Mixpanel, Amplitude, Splunk, BigQuery, Tableau, MailChimp, Unbounce, Outbound, FullStory, Mouseflow, SurveyMonkey, SurveyGizmo, Google Surveys, Google Forms, WordPress, Excel, Zend, Atom, Appcelerator/Titanium, Wordpress, GitHub, SourceTree, Bitbucket, Google Adwords/Admob, Facebook/Instagram Ads, Twitter Ads, Snapchat Ads, Shopify

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