Tim Rogus

timrogus.com
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New York, NY

EXPERIENCE

2019 - 2022

Director of Product Design

BentoBox

Head of product design team for a B2B2C business providing 10,000+ restaurants with the ability to manage their website, sell merch, offer online ordering, and market to their diners. Team efforts contributed to successful acquisition of startup by Fortune 100 company (Fiserv).

Managed design team of six reports responsible for user research & UI/UX. Supported team with sprint planning, design critiques, 1:1's, project feedback, performance reviews, and oversight of design system. Worked closely with recruiters to build team. Player-coach while team was small, shifting to strategy & guidance as team grew.

2018 - 2019

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

Founding Designer

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. Redesigned web experience & native apps, leading us to be featured in the iOS store.

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EXPERIENCE (CONT.)

2016 - 2021

Co-Founder
devRant

Built a community of 200,000+ 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.

2012 - 2015

UX Strategy Lead
SNAP Interactive

UX strategy and design for web and mobile dating app AYI - Are You Interested? (80+ million users). 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.

2002 - 2011

UI/UX Designer & Web Designer
eDigita, im-genius, Planet iBiz, Freelance

UI/UX, web design and front-end coding for several digital agencies and freelance clients covering work on 100+ client sites for web and mobile for a wide range of startups, social networks, e-commerce, admin software, real estate platform, business networking, booking/management software, music social network, online college, music portal, streaming video service, finance platform, and more.

EDUCATION

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).