TIM ROGUS

EXPERIENCE

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, interfacing across departments to meet company-wide design needs.

In charge of user research efforts, including usability testing, user interviews and surveys, and prepared reports with actionable insights. Led product analytics and A/B testing efforts, including one test that increased web registrations 80%.

Redesigned the iOS app, causing StockTwits to be featured on the front page of the App Store. Redesigned the web experience, which was launched as a live beta.

Overall effect of product/design initiatives contributed to a renewed 40% YoY growth rate for a 7-year old product.

2016 - present

Co-Founder
devRant

Bootstrapped with a technical co-founder, building a community of 30,000 software developers. Heading design and UX along with work in marketing, operations and community management. iOS/Android/web app.

Scripted, animated and voiced a YouTube cartoon series based on user generated rants, and a podcast series where my co-founder and I interview world-class developers, including DHH and Andy Hunt.

2012 - 2015

UX Lead
SNAP Interactive

Led 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 with a small team on rapid product iterations.

SKILLS

UX design, UI design, web, mobile, tablet (iPhone, iPad, Android phone/tablet, mobile web), wireframing, information architecture, product management, product ideation, usability testing, A/B testing, flow charts, heat maps, personas, rapid prototyping, surveys, qualitative interviewing, competitive analysis, front-end development, HTML/CSS, Sass, Less, JavaScript, ReactJS, 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

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TIM ROGUS

EXPERIENCE (CONT.)

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, retail shopping, custom admin software, restaurants, doctors, and more.

2009 - 2011

UI/UX Designer
im-genius

UI/UX design and front-end coding for a variety of sites: real estate agency, business networking, class booking/management web software, indie music social network, and an online college.

2002 - 2011

UI/UX Designer
[Freelance]

UI/UX design and front-end coding for UI-heavy sites: indie music portal (Tunes Alive), live internet TV (Jankgo.tv), real-time Twitter aggregate admin (AEG Digital Media), browser game (Horseworlds).

2002 - 2004

Web Designer
Planet iBiz

Designed and front-end coded web sites and email marketing for mortgage companies, debt consolidation companies, home equity lenders, fashion retailer, restaurant ordering 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).

TOOLS

Photoshop, Sketch, Illustrator, InDesign, Animate/Flash, After Effects, Gliffy, Axure, Balsamiq, InVision, Zeppelin, FramerJS, Origami, Usertesting.com, Usabilityhub, Crazyegg, Optimizely, Jira, Trello, Google Analytics, Mixpanel, Amplitude, Splunk, MailChimp, Unbounce, Outbound, SurveyMonkey, Google Surveys, Google Forms, WordPress, Excel, Zend, Atom, Appcelerator/ Titanium, Wordpress, GitHub, SourceTree, Bitbucket, Google Adwords/ Admob, Facebook/ Instagram Ads, Twitter Ads, Snapchat Geo-Fenced Ads, Shopify

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