

Tim Rogus

timrogus.com
tim@timrogus.com
New York, NY

EXPERIENCE

2024 - 2026

Founding Designer **Basis**

Led zero-to-one product design for an AI-native enterprise platform automating the work of accountants in bookkeeping, tax, and audit. Joined as employee #6, helping build the product from seed stage through Series B at a \$1.1B valuation. Designed complex workflows, agent experiences, and the design system following user research, rapid prototyping, and close collaboration with co-founders and accounting partners.

2022 - 2024

Co-Founder **Pipeless**

Launched an AI/ML API for real-time personalized recommendations and activity feeds using the power of graph databases. Built with one technical co-founder. Headed product & design along with work in marketing, sales, and engineering.

2019 - 2022

Director of Product Design **BentoBox (acquired by Fiserv)**

Led 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. Player-coach covering qualitative & quantitative user research, product planning & prioritization, UX/UI design, overseeing design system, team processes.

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 designers.

2017 - 2018

Founding Designer **The Social Edge**

Product design for a social media management tool called Contempo, used by influencers and internal teams. Worked with VP of Product to plan features and product strategy. Ran user research and analytics and assisted in growth marketing efforts.

Tim Rogus

timrogus.com
tim@timrogus.com
New York, NY

EXPERIENCE (CONT.)

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.

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.

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.

EDUCATION

B.A. in Psychology **Macalester College**