

# Evan Rosen

Peekskill, NY

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## Summary

UX Designer with 10+ years experience building complex enterprise products, with significant experience in healthcare, science research and AI / ML. Proven ability to collaborate with engineers, product managers, users and stakeholders to ship compelling and seamless user interfaces. I'm seeking a full time role with an mission-driven company using tech to make a more sustainable, just and safe world for everyone.

### Technical Skills

- Prototyping
- Wireframing
- Annotated Design Specs
- User Interviewing
- Usability Studies
- User Stories
- Workflow Diagrams
- Design Systems
- Visual Design
- Machine Learning
- Design Workshops
- Agile Rituals
- Copywriting
- Branding

### People Skills

- Mentoring junior designers
- Leading design teams
- Working with executive stakeholders

### Software

- Figma
- Adobe CC
- Figma
- Jira, Azure DevOps, etc
- React
- CSS, HTML and Javascript
- Wordpress
- Mailchimp
- Gherkin
- Web hosting & Domain management

## Work Experience

### Senior UX Designer

Dom & Tom, NY, NY • *February 2018 – December 2023*

- Client facing. Lead UX Design and strategy for clients across the entire product lifecycle.
- Specialized in complex B2B SaaS, Social Impact and Science / Medical Research clients.
- Created and owned design specs for agile, cross functional teams and worked with them to estimate, build, and QA.

- Learned Figma for design and prototyping. Defined UI and UX patterns according to modern UX principles. Built and maintained responsive, accessible design systems, and often acted as visual designer.
- Worked extensively with Argonne National Laboratory to design interfaces for scientific research oriented AI and ML applications, as well as Research Data Management.
- Other notable clients: United Soybean Board, Columbia University, Taproot, AAR

## **Contract UX Designer**

ustwo, NY, NY • *October 2018 – December 2018*

- Client facing. Worked with Eli Lilly to design bluesky digital therapeutics concepts for T2 Diabetes patients.
- Worked in 1 week sprints to deliver 10 rounds of concepts in 3 months.
- Unique challenges included learning about diabetes lifestyle changes, hardware and software for T2D patients, FDA requirements for apps that control medical devices.
- Surveyed and leveraged the latest medical and academic research on habit change and gamification to propose clinically validated design solutions

## **Senior UX Designer**

Motivate Design, NY, NY • *October 2017 – October 2018*

- Client Facing. Lead UX design efforts and project management as needed. Ran ideation, design and discovery workshops for clients.
- Worked with stakeholders to discover requirements, turn them into wireframes, dynamic prototypes and high fidelity mockups.
- Worked with Otsuka Pharmaceuticals on Abilify MyCite to deliver to market a polished mobile app for the first FDA-approved digital therapeutic & medication combo for Schizophrenia & Bipolar 2.
- Other notable clients: WTOP, Pfizer

## **Senior UX Designer**

Ordergroove, NY, NY • *August 2016 – September 2017*

- Lead usability testing on the premiere ecommerce subscription management software. Improved user satisfaction by 45%
- Within 3 months of adopting the core product I redesigned, one client (La Colombe Coffee) saw their subscriber base grow 41% in 3 months, and a 12% increase in AOV.
- Designed wireframes and high fidelity prototypes based on that research, and wrote functionality specs. Worked with product owners, developers and data scientists to design new features
- Maintained product roadmap and worked with executive leadership to align business, client, dev and user goals.

## **UI / UX Designer**

The Orchard, NY, NY • *2010 – 2015*

- Lead UI and UX design on the client platform for music & film distribution (and admin backend) with 15,000+ users.
- Worked directly with leadership, product managers, other designers and tech leads to create user flows, clickable prototypes, and hifi mockups.

- Lead UI audits and updates overhauled and implemented a modern UI throughout the platform, wrote and maintained UI style guide.

## Publications

### **A User-Informed Phased Approach to Design a Digital Sexual Health Intervention for Adolescent and Young Adult Male Emergency Department Patients**

*Lauren Chernick; Mona Bugaighis; Victoria Daylor; Daniel Hochster; Evan Rosen; Rebecca Schnall; Melissa S Stockwell; David Bell*

DOI: 10.2196/preprints.55815

## Volunteering

### **Regeneration Farm**

Peekskill, NY • 2021-present

Helped plant, tend and grow food crops for Fred's Pantry (the local foodbank).

### **Peekskill Map of Gardens**

Peekskill, NY • 2022

Redesigned and updated a printable map of the 8 school and community garden projects in Peekskill, NY

### **Peekskill Community Garden**

Peekskill, NY • 2020-2021

Maintained community garden facilities, moved large amount of mulch and compost, worked with members to help them grow food.

### **Tiffany Cabán Campaign for Queens DA**

NYC / Remote • 2019

Web and graphic design to support a queer, progressive, abolitionist candidate for the District Attorney of Queens

### **Sydney Batch Campaign for NC House District 37**

North Carolina / Remote • 2018

Responsive web design to support a progressive candidate for North Carolina House District 37