

Evan Rosen

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Summary

UX Designer and Product Strategist with 10+ years experience building complex enterprise products, with significant experience in healthcare, science research and other highly regulated spaces. Proven ability to collaborate with engineers, product managers, users and stakeholders to ship great software. I'm seeking a role with a 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 & FigJam
- Adobe CC
- Material UI, Tailwind
- PowerPoint, Keynote
- Jira, Azure DevOps, etc
- Asana, Confluence, etc
- CSS, HTML and Javascript
- Wordpress
- Mailchimp
- Wix, Squarespace
- Web hosting & Domain management

Work Experience

Senior UX Designer

Dom & Tom, NY, NY • *February 2019 – 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 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 amounts of mulch and compost, and 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 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