

# Evan Rosen

831-295-0788

[evanrosen@gmail.com](mailto:evanrosen@gmail.com) | [LinkedIn](#)

[www.squidelephant.com](http://www.squidelephant.com)

Kind, gritty and relentlessly optimistic Product Designer with 10+ years experience building complex, first-of-a-kind digital products. Significant experience in AI, legal, healthcare, science research, clinical trials and other highly regulated industries. Proven ability to collaborate with engineers, PMs, users and stakeholders to ship great software. Seeking a FT role at a mission-driven company solving impactful problems for real humans.

## Technical Skills

- Prototyping
- Design <> Dev Handoff
- User Interviews & Testing
- Front End QA
- Requirements Gathering
- Visual Design
- Design Systems
- GenAI and Machine Learning
- Agile Rituals
- UX Copywriting
- Roadmapping & Backlog Management
- Product Strategy
- Process Mapping
- Regulatory Compliance

## People Skills

- Mentoring junior designers
- Leading design feedback sessions
- Design Leadership

## Software

- Figma & FigJam
- Adobe CC
- GitHub
- PowerPoint, Keynote
- Jira, Azure DevOps, etc
- Asana, Confluence, etc
- CSS, HTML and Javascript
- Wordpress
- Mailchimp
- Wix, Squarespace

## Work Experience

### Senior UX Designer

Syllo

Remote • May 2024 – present

- Fully redesigned the first end-to-end litigation platform with agentic AI document review
- Designed UX patterns for GenAI and document management throughout the platform
- Developed best practices for internal user testing, design spec handoff and frontend QA
- Hired, managed and mentored designers, scaled the product team from 3 to 8 people
- Worked with Product Advisory Council and Founders to identify client pain points and manage the roadmap

### Senior UX Designer

Dom & Tom

NYC • February 2019 – December 2023

- Lead UX Design and strategy for clients across the entire product lifecycle
- Worked with agile, cross functional teams to estimate, build, and QA software

- Defined UI and UX patterns in Figma according to modern UX principles. Built and maintained design systems
- Worked extensively with Argonne National Laboratory to design interfaces for science AI and ML platforms, as well as Research Data Management

## Contract UX Designer

ustwo

NYC • October 2018 – December 2018

- Designed bluesky digital therapeutics concepts for T2 Diabetes patients. Worked in 1 week sprints to deliver 10 rounds of concepts in 10 weeks for Eli Lilly
- 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

NYC • October 2017 – October 2018

- Owned client UI/UX design efforts and project managed my work
- Lead ideation, design and discovery workshops for clients (notably: WTOP, Pfizer, PayPal)
- Worked with stakeholders to discover requirements, turn them into wireframes, dynamic prototypes and high fidelity mockups
- Worked extensively with Otsuka Pharmaceuticals on Abilify MyCite; a polished mobile app for the first ever FDA-approved digital therapeutic & medication combo for Schizophrenia & Bipolar 2

## Senior UX Designer

Ordergroove

NYC • August 2016 – September 2017

- Lead usability testing on subscription management software. Improved NPS score 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

NYC • December 2010 – September 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, 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: 10.2196/55815

## **Volunteering**

### **Regeneration Farm**

Peekskill, NY • 2021-present

I 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 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 candidate for North Carolina House District 37