

Steven A. Rossan

PRODUCT DESIGN MANAGER, MOBILE SME

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To create compelling user-centered design innovation / solutions for your products. Continue to solve complex problems balancing business needs with user needs. Communicate ideas effectively, start with the narrative leveraging real world mental models. Identify risk upstream, break larger problems into smaller deliverables, listen and learn, iterate. Manage design teams, design processes and identify efficiency challenges.

Identify opportunities for more engagement and collaboration across departments. Drive towards outcomes vs. output & move quickly failing fast informing what should come next.

Product Design Experience

UX Manager B2B2C, B2B and B2C

San Luis Obispo

Apr 2015 - Present

MINDBODY

- Manage teams from 3 up to 11
- Resourcing product designers to SCRUM teams
- Lead MINDBODY app redesign v1 (both platforms) won awards, increased MAU's and \$\$\$ bookings
- Continue to define UX roles across UX department and reset salaries to match levels
- Hiring, promoting and PIP
- Lead innovation products in mobile, and all mobile products including B2B, B2C, B2B2C
- Manage multiple remote teams

Sr. Product Designer / UX Lead Web / Mobile

Seattle
Feb 3 - Present

Groupon Goods, Getaways

As a design lead I am currently responsible for guiding the best practice solutions for bringing the business channel of 'Goods' into parity with it's competitors as a marketplace for selling Goods products on the web. Being that this company, not to mention business of Goods is still in it's infancy of 3 years, it is crucial in my role to think vertically and horizontally across all channels and platforms.

What I have accomplished in my first year, by end of Q4 2014
- Testing & experiments for the following on Goods Web:

- New paradigm / taxonomy for browsing categories (phase 1 completed)
- Ratings & reviews system (phase 1 completed)
- New Goods home (phase 1 completed)
- Concepts for filtering and options on category pages (phase 1 completed)
- Numerous merchandising mechanisms within the customer experience (in progress)

Other work at Groupon

- I worked on the channel of business Getaways (travel) for a new mobile app in the market at the beginning of the year, defining the basic navigation paradigm on the home page called Groupon Getaways.
- WLM - Warehouse Load Manager Tool
- Managing & supporting other junior to senior designers and interns in their roles.

Sr. Product Designer / Native iOS

Seattle

Jul 2011 - Oct 2013

Napster (aka Rhapsody)

Design iPad application in 3 months leveraging unified code base framework to parlay into an easier iOS implementation.

Create a cross-platform UX in order to make for an easier implementation on Android

Work closely with development and product owner(s) on both platforms to ensure consistency and transparency cross-team

Design a cleaner and best in class user experience on iOS and iPad

Design and implement cleaner and more effective 'sign-in' experience

Work closely with business to create the best upsell experience

Continue to champion user experience as the primary driver for inspiring users in the on demand music space

Sr. Product Designer | Innovator | Inventor

Seattle, Washington
Mar 2009 - Jul 2012

T-Mobile Creation Center

Advocate user-centered interaction in a test environment to confirm prototype usability.

Wire-frame case study's and user flow for new device prototypes.

Develop prototype presentation materials to promote new devices internally for 'buy-in'.

Engage with Business and usability team to work towards best UI solution based upon metrics.

Review and participate in a user testing labs to assess usability for new prototype devices.

Engage with PM and Development teams to define requirements for new device features.

Invent progressive UI paradigms based upon new Android technology for patent.

Engage with potential vendor partners and assess potential working relationship per service.

Web Product Manager

Macrosystems, Inc

Seattle, Washington
Dec 2006 - Mar 2009

- Creative Director (Promotion)

Manage team of UI designers responsible for end to end website design and usability.

Engage with PM and Development team leads to define all-up site requirements.

Wireframe content flow and document functional behavior for pre-build client approval.

Advocate user-centered design and execute peer review sessions to confirm site usability.

Develop site branding and present color comps and final Mechanical” to client for sign-off.

Manage vendor relationships and ensure on-time delivery of production assets throughout all phases of development.

- UX Design Lead

Designed and produced high-end, user-centered applications for Government Contract, DOD and Homeland Security clients.

Developed brand identity across all channels - web, advertising collateral, and point of sale (POS) materials.

Created wireframes, site flows, color comps and all other necessary production assets throughout the development cycle

Product Designer

Microsoft

Seattle, Washington
Sep 2004 - Nov 2006

- Sr. UX Web Designer - Windows Media Player 11

Designed and produced assets for Windows Media Player 11 RTW (release to web) including full-page product design and mini-sites for user guides.

Worked with developers on the wireframes and pre-production of the Windows Media Player 11 website.

- Sr. Visual Designer - Office Online

Designed user templates for the Office 12 release and Office Online RTW.

Launched approximately 50 variations of customizable designs to enhance the customer experience.

Production Designer

Garrigan Lyman Interactive Agency

Seattle, WA
Sep 2004 - Dec 2006

Worked on pre-production and design of flash websites and kiosks, interactive script/storyboards and interaction design.

Designed and developed web point-roll ads and banners for POS and customer tracking for fortune 500 mobile companies.

Education

BA Film | Media Communications

Webster University

Saint Louis, Missouri
Mar 1992 - Dec 1994

Bachelor of Arts, December 1994, Major: Media Communications Film/Video
MAGNA CUM LAUDE 3.87 Final GPA

User Interface with Z-axis Interaction and Multiple Stacks

A user interface presents a plurality of items configured as a stack in a display of a device. The stack is scrollable in a direction oblique to a plane of the display for successively viewing the items in the stack. Some implementations provide multiple stacks of items laterally navigable into a viewable area of the display.

Classifications are many and listed on patent

MINDBODY App

Several awards (over 10) when we release in 2016. Best in show and GOLD mobile app design.
