

Doug Roche

Product Designer

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EXPERIENCE

Monetate - Product Design Lead

JUL 2017 - TODAY | CONSHOHOCKEN, PA

- Helping to design and deliver an omnichannel, AI-powered personalization platform used by hundreds of top brands worldwide
- Manage a 3 person design team and lead the holistic design process across all projects from kickoff to research, ideation, prototyping, and release
- Work closely with Product Managers to establish and validate the product strategy and roadmap
- Major projects: Machine-learning insights, recommendations engine, omnichannel personalization

Senior UX Designer | JUL 2016 - JUN 2017

- Led design and all user research to validate and prioritize roadmap as Monetate shifted from A/B testing to machine-learning powered personalization
- Major projects: led 10 client contextual research project, machine-learning powered campaigns and analytics, platform rebranding

UX Designer | NOV 2013 - JUN 2016

- Established and owned user-centered design practices as the first UX Designer
- Helped design and maintain first UI kit and pattern library, bringing consistency to the platform and speeding up our design process
- Major projects: analytics research and redesign, 1st-party data onboarding, cross-device identification, campaign organization

The Crossland Group - UX Designer

JAN 2013 - AUG 2013 | PITTSBURGH, PA

- Capstone Project for Master in Human-Computer Interaction program at CMU
- Led 4 person team through 8 month contextual design process to help organizations understand business relationships using social network analysis
- Conducted contextual inquiries with leaders at 22 organizations
- Designed and implemented our functional prototype

EDUCATION

Carnegie Mellon University - Master of Human-Computer Interaction

AUG 2013 | PITTSBURGH, PA | GPA 4.0

University Of California, Los Angeles - B.S. Cognitive Science, Specialization in Computing

MAR 2012 | LOS ANGELES, CA | GPA 3.94 | SUMMA CUM LAUDE

DESIGN METHODS

Contextual Inquiry
Personas
Journey Mapping
User Flows
Sketching
Paper Prototyping
Card Sorting
Wireframing
Interactive Prototyping
Heuristic Evaluation
Usability Testing

PREFERRED TOOLS

Pen & Paper
Sketch
InVision
Framer
CodePen
UserTesting.com

CODE

HTML
CSS
JavaScript