

KEEGAN ROONEY

keegan@hustleandhype.com 401.835.6861 hustleandhype.com linkedin.com/in/hustleandhype

EDUCATION

Massachusetts College of Art and Design - Graphic Design
Worcester Polytechnical Institute - Computer Science

EXPERIENCE

HUSTLE & HYPE

AUG 2014 - PRESENT

EXPERIENCE DIRECTOR

As the User Experience Director, I help create intuitive digital products for clients that inform, empower, and engage their customers.

Huge (freelance)

- Hulu - Working on a variety of projects for the Hulu account at Huge.
- Bank Client - Helped the account team at Huge to create winning pitch for major bank. My role included defining personas, use cases, and creating desktop & mobile prototypes that outlined a potential future for their digital banking experiences.

MGM Resorts (client)

- Worked directly with MGM Resorts as a strategic partner developing the Guest Experience for all digital touch points.
- Created workflows & interfaces for Digital Marketing Platform, based on Adobe products, increasing the digital channels revenues from \$374M to \$470M.
- Increased conversion rates for Room, Show, and Restaurant bookings through new DMP flows.
- Acquired deep understanding of underlying technologies and business operations to optimize guest experience. (Adobe AEM, Adobe S&P, Opera, Archtics, Guestbridge, Patron, SpaSoft, Crave, HotSoS, and Aurora)
- Aligned with external vendors, or internal client teams, to create best possible experience under budget/timing constraints.
- Defined in-market guest experience to increase digital self-service, reduce operational costs, and improve ability to communicate business needs.

Phenomenon (freelance)

- Xome - Strategy sessions to define core personas, workflows, user journey for moving analog home buying process online.

Deutsch LA (freelance)

- Anthem Insurance - Joined the UX & Design teams to help create a framework of responsive wire-frames for Anthem's rebrand, updated marketing & platform migration.
-

TRAMPT

AUG 2011 - PRESENT

HEAD OF PRODUCT

Independent art & commerce project, TrampT was created as a platform for artists & collectors to converge around the lowbrow art movement. The site is a playground for various ideas and connects fans deeply with a community we are passionate about.

SAPIENTNITRO

FEB 2010 - SEP 2014

EXPERIENCE DESIGN MANAGER

Conceptualize, design and produce user flows, interaction models, navigation systems, page level wire-frames and functional requirements for sites and applications. Conduct and integrate research findings into team processes and workflows. Develop and execute user-centric UI and visual design strategies based on defined target audiences and presented them to clients.

Clients Include: MGM Grand, Intel, Reebok, Chrysler, Dodge, Jeep, Ram, Fidelity, MFS Financial, Staples, Travelers Insurance, Intel, Webster Bank, Discovery Cove

RAZORFISH

OCT 2007 - FEB 2010

EXPERIENCE LEAD

Managed team of UX designers across several projects from concept to completion. Worked to improve efficiency with other disciplines to maintain cohesive and rapid delivery solutions.

Clients Include: Nintendo, Ford, Microsoft, Bundle, Morgan Stanley, T. Rowe Price, Terra Networks, Citi, EMC, all Laundry, Merrill Lynch, Bank of America, Lexapro, Pristiq, Daily Candy

MASSACHUSETTS COLLEGE OF ART & DESIGN

JAN 2009 - MAY 2010

ADJUNCT FACULTY (UX/UI DESIGN)

Created curriculum for Interaction Design & Interaction Architecture. These classes help graphic designers understand and use current technologies while developing interactions across a variety of channels.

SND/RCV INC.

MAR 2002 - OCT 2007

DIRECTOR OF USER EXPERIENCE

My process involved researching clients goals and creating strategies around their requirements, translating them into workflows, developing cohesive user interactions and taxonomies inside metadata frameworks, and provide concept and usability testing throughout.

Clients Include: SapientNitro, The Barbarian Group, Massify, Gerson Lehrman Group, Neoscape, Massachusetts College of Art, Fenway Libraries, Castle Hill Inn & Resort, 22 Bowens Wine Bar & Grille, Fine Furnishings Show

NEWPORT HARBOR CORP

JAN 2000 - MAR 2002

DIRECTOR OF WEB SERVICES

Details available upon request

BROWN UNIVERSITY

JAN 1999 - JAN 2000

SENIOR NETWORK ENGINEER

Details available upon request

NEW ENGLAND ELECTRIC

JAN 1998 - JAN 1999

INTRANET ENGINEER

Details available upon request

DEPARTMENT OF DEFENCE

SEP 1995 - JAN 1998

SENIOR TELECOMMUNICATIONS ENGINEER

Details available upon request

AWARDS & PUBLICATIONS

SAPIENTNITRO.COM

- 2015 Creativity International Awards – Website Self-Promotion (Gold)
 - 2015 Interactive Media Awards – Web Design / Development (Best in Class)
 - 2014 W3 Awards – Web Features / User Experience (Gold)
 - 2014 W3 Awards – Website Category Self-Promotion (Silver)
-

THE WEB DESIGNER'S IDEA BOOK

HOW BOOKS

Personal portfolio site featured.

DESIGNER TOY AWARDS

JUDGING PANEL

Recognized for Tramp's contribution to the Designer Toy community, I'm part of the yearly awards process. I have been an award presenter for the years that I've been able to make the trip to New York.