

# Hello, I'm Keegan Rooney

Nearly everything I do starts with paper sketches. I've built and presented more decks than I can count, and consumed at least three lifetimes worth of coffee.

Diving deep into a brand or product, helping define businesses goals, understanding the technology required, and building the right experiences has been my day-to-day life for nearly 20 years. I'm hands-on with cross-functional teams getting to the root of the problems, building the vision, poking holes in it, patching it back up, and selling it to clients.

## education

**Massachusetts College of Art & Design**  
Graphic design

**Worcester Polytechnical Institute**  
Computer science

## teaching

**Massachusetts College of Art & Design**  
Adjunct faculty

Taught Interaction Design & Interaction Architecture courses for the graphic design department for four semesters.

401.835.6861

[hustleandhype.com](http://hustleandhype.com)

[linkedin.com/in/hustleandhype](https://www.linkedin.com/in/hustleandhype)

Full work history details, recommendations, and awards are listed on my LinkedIn profile above.

## recently

### Hustle & Hype Freelance experience director

Over the last five years I've freelanced for several amazing companies.

#### Google

- Worked on a variety next-gen retail experiences for Google Pay. Unfortunately I can't elaborate more until they launch in 2019.

#### Hulu

- Iterate and improve on the living room & mobile app products including navigation architecture, programming guide, badging, context menu, native keyboards, detail pages, and sign up. Led Spotify & Sprint account sign up integration experience.
- Platform relaunch saw significant gains in engagement, viewership, and user acquisition while reducing attrition.

#### MGM Resorts

- Managed UX team for MGM booking & guest platform design, increasing the digital channel revenue from \$374M to \$470M. Increasing conversion rates across room, show, and restaurant booking flows.
- Acquired deep understanding of underlying technologies and business operations to optimize guest experience. DMP platform included: Adobe AEM, Adobe S&P, Opera, Archtics, Guestbridge, Patron, SpaSoft, Crave, HotSoS, and Aurora.
- Defined in-market guest experience to increase digital self-service, reduce operational costs, and improve marketing cross-sell at all 14 MGM Vegas properties.

#### Freelance projects & pitches for agencies: Huge, Phenomenon, and Deutsch LA

---

### Trampt Co-founder | Product/UX

Created a niche collector community for designer toys, low-brow art, street culture, and festivals around the world. Currently a judge for the Designer Toy Awards, and had the opportunity to present at their award show.

## previously

### SapientNitro & Razorfish (7 years) Experience design lead / manager

**Clients:** Dodge, Jeep, Ford, Reebok, Nintendo, Disney, Fidelity, Intel, Staples, Bank of America, T. Rowe Price, Webster Bank, Citi, Morgan Stanley, Merrill Lynch, EMC, Travelers Insurance, Discovery Cove, Terra Networks, and all Laundry

---

### Non-ux work (6 years) Network engineer

Directly out of high school I worked as network engineer while studying computer science. Around 1999 I started coding web sites and got more interested in the design than developing, so I began studying graphic design at RISD and later at MassArt.