

# KEEGAN ROONEY

USER EXPERIENCE DIRECTOR

[hustleandhype.com](http://hustleandhype.com) · [keegan@hustleandhype.com](mailto:keegan@hustleandhype.com) · 401.835.6861

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.

Passionate, entrepreneurial design leader currently focused on building and operating creative teams working on new mediums and technologies. Over the last 14+ years, I've been able to mentor world class design & creative teams with the goal to help brands through solve real business challenges, create lasting relationships with their customers and build better product experiences.

## EDUCATION

### Massachusetts College of Art & Design

Graphic Design

### Worcester Polytechnical Institute

Computer Science

## ADJUNCT PROFESSOR

### Massachusetts College of Art & Design

Taught Interaction Design & Information Architecture courses under the graphic design department for two years.

## LINKEDIN

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

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

## WORK HISTORY

### Google · 3+ years

- Currently leading 2021 Search Ads format Innovation
- Led creation of food ordering app for new GPay Microapps platform.
- Partnered with internal teams to build new point of sale system.
- Developed self-checkout pilot program with grocery & retail partners.
- Designed self-service merchant console for Payments API.
- Created app & web micro-tipping platform for content partners.
- Scoped & defined Material spec for Ads platform redesign.

### Hulu · 1 year

- Managed UX teams for the platform relaunch, which saw 48% subscriber growth in the first year, increased engagement & viewership while reducing attrition.
- Iterated and improved on the living room & mobile app products including navigation architecture, programming guide, badging, context menu, native keyboards, detail pages, and sign up flows.
- Led Spotify & Sprint account sign up experience integration.

### MGM Resorts · 2 years

- Managed UX team for MGM booking & guest platform design, increasing the digital channel revenue from \$374M to \$470M the first year post launch. 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.

### Huge, SapientNitro, & Razorfish · 8+ years

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, MFS Financial, and all Laundry

---

## CO-FOUNDER + PRODUCT DESIGN

### Trampt · 9+ years

A niche collector community & marketplace for designer toys, low-brow art, street culture, and festivals around the world. Currently rebuilding our entire product, creating the requirements, defining the design system, and building out a team of freelance design & engineering talent.