

KEEGAN ROONEY

USER EXPERIENCE DIRECTOR

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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.

Hands-on entrepreneurial design leader currently focused on building and operating creative teams as an individual contributor. Over the last 16+ years, I've been able to mentor world class design & creative teams by helping brands 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

- Managed ads innovation team, building northstar formats across search, travel, geo/local, and shopping along with partner agencies. Worked closely with product teams to define opportunity space of different industry verticals.
- Led foundations team on Payments that was tasked with defining several zero to one launches including: food ordering inside GPay microapps platform, self-checkout pilot program with grocery & retail partners, and micro-tipping platform for content partners.

Instagram · 6 months

- Leading SMB Foundations team, defining the two-year vision for business and creator experience across surfaces: on-boarding, profile, dashboard, ads, and tools.
- Working with XFN teams to consolidate business v. creator experience planning go-to-market risks, downstream targeting & ranking, messaging and account linking experience across Family of Apps (*Facebook, Instagram, Whatsapp*).

Hulu · 1 year

- Managed team 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 · 10+ 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 · 10+ 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.