

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.

Diving deep into a brand or product, helping define business goals, understanding the technology stacks, and building consumer experiences has been my day-to-day 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 leadership and clients.

PORTFOLIO & LINKEDIN

hustleandhype.com

Portfolio includes a sample of projects over the last 5-6 years. I've created many products, apps, and sites for a variety of industries. If you don't see something just ask.

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

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

EDUCATION

Massachusetts College of Art & Design

Graphic Design

Worcester Polytechnic Institute

Computer Science

ADJUNCT PROFESSOR

Massachusetts College of Art & Design

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

CX/UX DESIGN WORK

Google · 2yrs - present

- 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 outside grocery & retail partners.
- Designed self-service merchant console for Payments API.
- Created app & web micro-tipping platform for content partners.
- Scoped & created Material spec for Ads platform redesign.

Hulu · 1yrs

- While at Hugu, led UX for platform relaunch which saw 48% subscriber growth in the first year, increasing engagement and 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 · 2yrs

- 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 · 8yrs

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

Trampt · 8 yrs - present

A niche collector community & marketplace for designer toys, low-brow art, street culture, and festivals around the world. Manage design and front-end development with co-founders who manage back-end services.

ENGINEER / DEVELOPER

Various Companies · 7+ yrs

Directly out of high school I worked as network engineer for the Department of Defence, left to study computer science. Worked freelance engineering jobs for Brown University, New England Electric, and Newport Harbor Corporation before pursuing a career in experience design.