

Sean Crowe

Product Designer

Learnvest/Northwestern Mutual

Sr. Product Designer 7/2015 - Present

Collaborated with design, product and engineering to build responsive web apps for financial planners across both Learnvest and Northwestern Mutual.

- Worked with Product Owners and Senior Planners to launch a new tool for Learnvest planners to update client information, build and deliver an algorithmically generated financial plan
- Set design direction and new IA for a foundational redesign of Northwestern Mutual's planner web app
- Co-lead the creation of a responsive CSS styleguide toolkit used on all web projects across the two companies and managed two fellow designers along the way

Moment

Sr. Experience Designer 6/2012 - 7/2015

Experience Designer 5/2011 - 6/2012

I worked collaboratively on small design teams to research, concept and design digital products alongside client partners; ranging from a full-service brokerage firm, a leading educational publisher to a historic subscription service

- Facilitated brainstorming, co-creation workshops, and design reviews with client teams
- Created strategic deliverables for design thinking: personas, scenarios, user journeys, and service maps
- Designed wireframes for complex interface systems as well as ux specifications of the detailed interactions and logic for development
- Built various prototypes for design/development communication and usability testing
- Conducted qualitative and quantitative research as well as synthesis sessions
- Collaborated with graphic designers on the final visual UI design
- Mentored and supported fellow designers

I was also involved in shaping the practice of Experience Design at Moment.

- Collaborated with leadership team in designing and implementing a new employee onboarding process
- Conducted internal workshops on prototyping and sketching techniques.

Crossborders

Lead Web Designer & Project Manager 5/2008 - 5/2011

Responsible for planning, designing, and managing development on digital products ranging in complexity from national football franchises, e-commerce platforms, and android applications.

- Introduced and implemented a cohesive user-focused discovery and research process into company projects. This included design methods such as competitive analysis, personas, content inventories, sitemaps, and flow diagrams.
- Designed comprehensive wireframes and simple prototypes when necessary for advanced functionality.
- Lead design and experience direction with a small team.
- Managed 3rd party development teams to deliver on-time and in-scope with proper code standards.

Freelance

Web Developer 2009 - 2011

Developed small content websites and a web app while working with a visual designer. Built front end user interfaces with HTML, CSS, and javascript. Built custom content management systems with both PHP/MySQL and Ruby on Rails.



seancrowe.com

917.975.1573

crowe.sm@gmail.com

Education

Syracuse University –
S.I. Newhouse School of
Public Communications

—
2007 - 2008

M.S. – New Media

Storytelling with the web

—
2005 - 2007

B.S. – Television, Radio & Film

Cinematography + Editing

Skills

UX + Interaction Design

Workshop Facilitation

Product Strategy

Service Design

Visual UI Design

Prototyping

User Research – Qual & Quant

HTML, CSS & JS

Motion Design

Video Editing

Cinematography

Program Knowledge

Adobe Creative Suite

Sketch, Axure, Omnigraffle

After Effects, Framer.js

Excel + formulas