



## Sean Crowe

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### Xero

#### Design manager

Apr 2019 - Today

Managed a team of two designers in the San Francisco office while keeping alignment with local product & engineering leadership, as well as global design leadership.

#### Lead product designer

Jan 2018 - Apr 2019

Lead design for a new product launch to help small businesses manage reimbursable employee purchases. I contributed to the design and overall strategy

#### Sr. product designer

Oct 2016 - Jan 2018

- Designed for web, android, and iOS from concept to launch to production iterations
- Collaborated with design researchers to keep the product aligned with user needs
- Coordinated efforts with another designer while managing stakeholder expectations
- Used analytics and data to understand usage and identify improvement opportunities

### Northwestern Mutual / Learnvest

#### Sr. product designer

Jun 2015 - Oct 2016

Collaborated with design, product, and engineering to build responsive web apps for financial planners.

- Lead design efforts to launch a new tool allowing Learnvest financial planners to manage client information, build, and deliver an algorithmically generated financial plan
- Set design direction and new IA for a scaleable redesign of Northwestern Mutual's financial 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 Design

#### Sr. UX designer & strategist

Jun 2012 - Jun 2015

Collaborated on small design teams to research and design digital products with client partners; including Morgan Stanley, TD Ameritrade, Bloomberg, Pearson, Allscripts, and Bookspan.

#### UX designer

May 2011 - Jun 2012

- Facilitated brainstorms, workshops, and design reviews with client teams
- Created strategic artifacts for design thinking: personas, user journeys, and service maps
- Conducted qualitative and quantitative research as well as synthesis sessions
- Built prototypes for design/development communication and usability testing
- Mentored and supported fellow designers

### Crossborders

#### Lead web designer & project manager

May 2008 - May 2011

Planned, designed, and managed development on digital websites and apps for clients including a national football franchise, e-commerce platforms, and an android application.

- Introduced and implemented a user-focused discovery and research process into company projects
- Lead design and experience direction with a small team of designers & developers
- Managed 3rd party development teams to deliver on-time and in-scope

### Freelance web developer

2009 - 2011

Built front end user interfaces and custom content management systems with PHP/MySQL and Ruby on Rails for marketing websites in conjunction with a visual designer.

### Education @ Syracuse University — S.I. Newhouse School of Communication

2007 - 2008

**MS • New Media** - storytelling with the web technology and structured data

2005 - 2007

**BS • Television, Radio, & Film** - storytelling with video cinematography, animation, and editing