Roxanne Cook

PRODUCT DESIGNER | UX + UI + INTERACTION

Skills

User Experience | UI Design
Information Architecture
Visual Design | Game Design
Interaction Design | Motion
Prototyping | Wireframing
Usability Testing | Ideation
Branding | Design Systems
Data Visualization | HTML/CSS

Education

2017 | CERTIFICATE
USER EXPERIENCE
General Assembly

2006 | B.A.
GRAPHIC DESIGN
Marymount University

2004 | A.A.S.
WEB TECHNOLOGIES
Montgomery College

Interests

Urban Homesteading
Growing food, composting and all things DIY

Volunteer Work
Focusing on wildlife and marine conservation

The Outdoors
Hiking and camping in the PNW and abroad

Textile & Fiber Art
Using traditional weaving and knotting methods

Experience

Calm
SENIOR PRODUCT DESIGNER
JAN 2020 - AUG 2022

Redesigned the UI and information architecture of the core app, improving usability, navigation, and content discovery. This was instrumental in shifting product focus to user outcomes and expanding the brand beyond meditation & sleep into the broader category of mental wellness.

Led end-to-end design of the core product including feature development, experimentation, new content experiences, design systems, platform improvements, and more. In constant partnership with product, user research, engineering, and data science.

Varo Money
SENIOR PRODUCT DESIGNER
APR 2019 - JAN 2020

Lead end-to-end product design of the first mobile-only national bank. Revamped the Varo brand across the product experience. Leveraged user research, performance metrics, and competitive analysis to guide product strategy and people-centered design solutions.

Lumos Labs (Lumosity)
SENIOR PRODUCT DESIGNER
2017 - 2019

Lead end-to-end product design on the Lumosity Insights system to deliver a cadence of personalized, data-driven experiences across our web and mobile.

Built the mobile NeuroCognitive Performance Test (NCPT), Lumosity's first mobile cognitive assessment. Collaborated with researchers to effectively adapt standardized paper and pencil cognitive tests for touch screen tablet interfaces.

SENIOR VISUAL DESIGNER
2012 - 2017

Designed features across the Lumosity training platform including: personalized Workout Modes, stats, rewards, onboarding, and an improved training XP.

Redesigned the Lumosity brand and UI across Lumosity.com and the entire web product experience. Lead workshops and UI audits to facilitate the creation and documentation of our first visual design system.

Ning, Inc.
VISUAL DESIGNER
2010 - 2012

E hello@roxannecook.com   W www.roxannecook.com   P 510.650.8928   L Portland, OR