

# Warren Croce

wcroce@gmail.com | (617) 977-4842 | Belmont, MA | [www.linkedin.com/in/wcroce](http://www.linkedin.com/in/wcroce)

## SUMMARY

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Seasoned UX leader with 25 years of experience, including roles as Principal UX Designer at Staples and Gazelle. Spearheaded major redesigns, revenue-generating direct sales sites, and the creation of first design systems. Seeking to leverage extensive design and leadership skills as a Principal UX Designer.

## WORK EXPERIENCE

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### Staples

Principal UX Designer Oct 2017 - Present

- Directs the redesign of Cart & Checkout interfaces and the development of an Account Dashboard, enhancing user personalization and convenience.
- Improves site accessibility by redesigning the Login experience, enabling user authentication from any webpage.
- Oversees the adoption of Abstract to streamline collaboration across design, product, and engineering teams, and initiates the creation of the company's inaugural Design System.

### Gazelle

Principal UX Designer Apr 2014 - Sep 2017

- Developed the inaugural direct sales site, generating in excess of \$25M in revenue during the first year.
- Oversaw user experience design for both desktop and mobile platforms, enhancing customer engagement and satisfaction.
- Expanded product offerings by incorporating financing options, warranty services, and broadening the catalog to include MacBooks and Apple Watches.

### Warren Croce Design

Design Consultant Mar 2012 - Apr 2014

- Enhanced user experience by redesigning the sign-in process and leading the overhaul of the QuickBase.com homepage and subsidiary pages.
- Improved client engagement by integrating categorized search and community features into the QuickBase app, and conceptualizing the workflow for Sophos plan selection.
- Contributed to product development by designing the purchasing workflow for LoopPay and developing the second version workflow for the Hooked on Phonics iPad app.

### Intuit

Design Team Manager: Intuit Payment Solutions Jul 1999 - Mar 2012

- Managed the design of a mobile payment processing system and a bank-to-bank payment service catering to small business needs.
- Developed a dashboard tool to monitor project timelines and evaluate team capacity, enhancing project management efficiency.

- Expanded the design team by recruiting and mentoring interaction and information designers, as well as a customer researcher, effectively tripling the team size.

Senior UI Designer: QuickBooks Merchant Service

Nov 2001 – Aug 2008

- Integrated credit card processing workflows into QuickBooks, encompassing transaction processing, reconciliation, refunds, downloads, and server-side report access.
- Conducted yearly Customer Councils to inform product development priorities and enhancements.
- Led over 50 usability studies and established the Waltham office's inaugural dedicated usability lab, including the initiation of its first usability benchmarking study.

Senior Designer: QuickBooks Site Solutions

Nov 2000 – Nov 2001

- Developed the site architecture and designed user interface components for a web-based website building tool, ensuring a seamless user experience.
- Collaborated in authoring a participatory design process methodology, facilitating three extensive team sessions to optimize product development.

Senior Designer: User Experience Group

Jul 1999 – Nov 2000

- Designed and implemented the information architecture and user interface for an online marketplace, resulting in a 300% increase in sales within three months post-launch.
- Developed and executed the overall architecture and user interface for the QuickBooks.com redesign, incorporating user and task analysis to enhance usability.

## EDUCATION

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Pratt Institute

Brooklyn, NY

BFA Communication Design, Graduated with Honors

## CERTIFICATIONS

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Co-inventor on U.S. Patent 7,726,561, QuickBooks-related

## SKILLS

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Interaction Design • Wireframing and Prototyping • Journey Mapping • Information Architecture • Usability Facilitation • Visual Design • Mentoring and Management • Cross-Functional Leadership • Agile Methodologies