

# WARREN CROCE

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*I craft thoughtful, human-centered designs that help make life a little easier for people*

## PRINCIPAL PRODUCT DESIGNER

User Experience (UX) Leader with demonstrated experience providing team leadership and product design to consistently turn complex digital interactions into seamless, meaningful experiences. Adept at spearheading major redesigns, revenue-generating direct sales sites, and the creation of design systems. Combines strategic thinking, cross-functional leadership, and a passion for making technology more intuitive and accessible.

Core competencies include:

Interaction Design | Wireframing and Prototyping | Journey Mapping | Information Architecture | Usability Facilitation | Visual Design | Mentoring & Management | Cross-Functional Leadership | Agile Methodologies | User-Centered Design | User Research | Product Design

## WORK EXPERIENCE

### STAPLES

October 2017 - Present

#### Principal UX Designer

- Led the redesign of the Cart & Checkout experience, resulting in a 1% (\$18M) increase in sales.
- Led the redesign of the Login experience, enabling user authentication from any webpage.
- Managed Design Ops activities, including planning approaches, Figma file templates, and User Acceptance Testing processes, while guiding component definition for the company's first Design System.

### GAZELLE

April 2014 - September 2017

#### Principal UX Designer

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

### WARREN CROCE DESIGN

March 2012 - April 2014

#### Design Consultant

- 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.

**ADDITIONAL RELEVANT EXPERIENCE**

**INTUIT**

**Design Team Manager: Intuit Payment Solutions**

- 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**

- 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**

- 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,**

- 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**

**BFA Communication Design, Graduated with Honors**

Pratt Institute, Brooklyn, NY

**PATENT**

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