

ALAN ROSE
*User Experience Designer
& Human Factors Engineer*

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Acton, MA

SUMMARY

Senior user experience professional with 15+ years of experience designing desktop, web-based, and mobile software solutions for Global 1000 companies in various IT industries.

Disciplines

*Usability Engineering
User Interface Design
Mobile App Design
Information Architecture
Prototyping
Technical Writing
Graphic Design
Marketing & Promotion*

SELECTED PROFESSIONAL ACCOMPLISHMENTS

- Nuance Communications – Burlington, MA 2016 -
Senior Principal UX Designer
Lead UX designer/researcher for healthcare R&D, including Clintegrity and Dragon Medical products. Working with Web, mobile, cloud, voice recognition, and IoT technologies.
- OnMobile, Inc. – Littleton, MA 2014
Senior User Experience Designer
Designed e-commerce apps for the Android and iOS versions of Sprint Music Plus, Boost Mobile Music, and Virgin Music Plus. Also designed prototype interfaces for an Android and iOS-based streaming radio app. Created wireframes, graphical comps, and customer-facing presentations.
- EMC Corporation – Hopkinton, MA 2011 - 2013
Principal Interaction Designer, Advanced Storage Division
Lead UX designer for award-winning *Unified Infrastructure Manager*, a web-based cloud management application used for optimizing storage and network components. Created wireframes and graphical comps, performed usability studies, and co-authored corporate-wide iOS design guidelines.
- Apple, Inc. / Quattro Wireless – Waltham, MA & Cupertino, CA 2009 - 2010
Senior Product Designer, iOS Developer Program
Produced wireframes and visual style guidelines, and performed usability testing for the Quattro mobile ad network's self-service portal. Conducted internal workflow studies in support of iAd mobile campaign and account management processes. Designed high fidelity wireframes for the iAd Network administrative portal.
- Human Factors International, Inc. – Waltham, MA 2007 - 2009
Principal UX Designer/Project Director
Led project teams in successful redesigns of web applications and web sites for Global 1000 clients. Performed user research, wireframing, prototyping, art direction, and project resource management. Projects included American Express card member self-service site and campaign management system, Procter & Gamble's *Vocalpoint* social networking site, and financial advisor portals for Legg Mason and PNC Financial Services.
- Partners Healthcare System, Inc. – Wellesley, MA 2002 - 2007
User Experience Lead, Clinical Informatics Research & Development
Performed clinical workflow research, UI design, prototyping, and usability testing for web-based electronic medical records and patient portals (in Brigham & Women's and Massachusetts General Hospital networks). Also produced product marketing literature and co-authored a clinical web application style guide.
- Lycos, Inc. – Waltham, MA 1999 - 2001
Art Director, Lycos Communities
Conducted usability evaluations and designed graphics, page layouts, and ad banners for Lycos Chat, Clubs, Message Boards, Image Galleries, and Live Events services. Projects included Lycos Search and Directories, live event sites for professional athletes and celebrities, and co-branded promotional sites for various Fortune 500 partners.

Open Market, Inc. – Burlington, MA 1997 - 1999

Senior User Interface Engineer

Lead usability engineer and graphic designer for *Transact 4*, *SecureLink 3*, and *LiveCommerce* applications used to configure and manage online businesses and shopping communities.

IBM Corporation – Boca Raton, FL 1993 - 1996

User-Centered Designer

Performed usability testing, user research, and visual design for the *OS/2* operating system and related products including *OS/2 WARP 3.0*, *Ultimedia VideoIN*, and *ViaVoice*.

TECHNICAL SKILLS

Computer Proficiency

Adobe design suite
Microsoft Office & Visio
Balsamiq
Omnigraffle
Sketch
TechSmith Morae
Working knowledge of HTML and CSS

Usability Methodologies

Usability testing
Task & workflow analysis
Ethnographic research
Focus group administration
Heuristic analysis
Competitive assessment
Wireframing
Prototyping

EDUCATION

MS, Human Factors in Information Design

Bentley University

Graduated high distinction,
Beta Gamma Sigma
international honor society

BS, Technical

Communications

Clarkson University

Presidential Scholar

CONTRACTOR PROJECT HIGHLIGHTS

AMP Agency – Boston, MA 2015

Designed responsive e-commerce web sites and client-facing presentations for Fortune 500 organizations.

Veracode – Burlington, MA 2009

Designed wireframes and graphical concepts for *SecurityReview*, a cloud-based subscription service that provides process information and assessment metrics for enterprise applications.

AOL, Inc. / Joystiq.com – New York, NY 2005 - 2006

Wrote over 600 news and opinion posts, and feature articles on a variety of game genres for one of the gaming industry's most prolific electronic entertainment blogs.

Hewlett-Packard / AppIQ, Inc. – Burlington, MA 2004-2005

Designed AppIQ customer e-newsletters and product demo mini web sites with partner co-branding. Also designed trade show marketing collateral.

BOSE Corporation – Framingham, MA 1997

Designed graphics and user interface, wrote HTML, and developed content with marketing staff for the premier edition of the BOSE public web site.

PUBLICATIONS

Jung, E., Rose, A. F., Einbinder, J. S., Schnipper, J. L., Linder, J. A., Li, R., Middleton, B. (2007, Nov.). The Coronary Artery Disease Quality Dashboard: A Chronic Care Disease Management Tool in an Electronic Health Record. Poster Sessions of the 2007 AMIA Annual Symposium.

Linder, J. A., Rose, A. F., Palchuk, M. B., Schnipper, J. L., Chan, J., Middleton, B. (2006, Dec.). Decision Support for Acute Problems: The Role of the Standardized Patient in Usability Testing. *Journal of Biomedical Informatics*, 39(6), pp. 648-655.

Rose, A. F., Schnipper, J. L., Park, E. R., Poon, E. G., Li, Q., & Middleton, B. (2005, Feb.). Using Qualitative Studies to Improve the Usability of an EMR. *Journal of Biomedical Informatics*, 38(1), pp. 51-60.

Middleton, B., Blumenfeld, B., Rose, A. F., Wald, J. W., Wang, S. (2002, Nov.). Practical Issues in Knowledge Engineering for Usable Clinical Information Systems: Delighters for Designers. Proceedings of the 2002 AMIA Annual Symposium.