

Alan Rose

Product UX Designer & Human Factors Engineer

Senior design and research professional with 20+ years of experience building web, mobile, and cloud-based solutions for Global 1000 companies in various IT industries.



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Acton, MA 

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alanrose 

PROFESSIONAL EXPERIENCE

UX Design Lead

Egnyte, Inc.

 2021 - 2022

 Mountain View, CA

Lead UX engineer for cloud-based content security, compliance, and collaboration platform. Guided research and design efforts for core web product, mobile app, and life sciences vertical. Major product enhancements included Smart Folders/geo location, snapshot recovery, and virtual data rooms. Introduction of home page drove increase in content accessibility.

Senior User Experience Designer

Vericast / QuickPivot Corp.

 2019 - 2021

 Burlington, MA

Lead UX designer/researcher for SaaS customer data platform that optimizes consumer engagement and ROI measurement. Responsibilities included user research, wireframing, usability testing, design system development, and data science visualizations.

Senior Principal UX Designer

Nuance Communications (a Microsoft company)

 2016 - 2019

 Burlington, MA

Lead UX designer/researcher for AI-infused clinical decision support products, including cloud-based Clinical Documentation Excellence and the Dragon Speech-powered Dragon Medical Advisor. Redesign of CDE drove significant improvements in physician case review and response rates.

Senior User Experience Designer

OnMobile, Inc.

 2013 - 2014

 Littleton, MA

Designed e-commerce apps for Android and iOS versions of Sprint Music Plus, Boost Mobile Music, and Virgin Music Plus. App redesigns drove increases in ringtone/ringback tone sales, and reduced page exits and drop-off rates. Principal prototype designer for cross-platform streaming radio app.

Principal Interaction Designer, Advanced Storage Division

EMC Corporation

 2011 - 2013

 Hopkinton, MA

Lead UX designer for Unified Infrastructure Manager, a web-based cloud management application used for optimizing storage and network components. Implementation of network topology map reduced root cause analysis time. Co-authored corporate iOS design guidelines.

SKILLS & COMPETENCIES

Usability Testing

User Research

Workflow Analysis

Interaction Design

Wireframing

Diagramming

Information Architecture

Prototyping

User Interface Design

Graphic Design

Design Systems

Component Libraries

Mobile App Design

Technical Writing

TOOLS

Adobe Design Suite

MS Office Suite

Balsamiq

Figma

Sketch

InVision

Axure RP

TechSmith Morae

BEdit

Miro Mind Map

Final Cut Pro

Motion

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, Phalanx Honor Society, Society for Technical Communication national scholarship recipient

PROFESSIONAL EXPERIENCE

continued

Senior Product Designer, iOS Developer Program

Apple, Inc. / Quattro Wireless

 2009 - 2010

 Waltham, MA & Cupertino, CA

Produced wireframes and visual style guidelines; performed usability testing for the Quattro mobile ad network self-service portal. Post-acquisition: lead designer/researcher for rebranded iAd SaaS platform and iAd Network administrative portal.

Principal UX Designer/Project Director

Human Factors International, Inc.

 2007 - 2009

 Waltham, MA

Led project teams in successful redesigns of web applications and web sites for Global 1000 clients. Performed user research, wireframing, prototyping, art direction, and resource management. Projects included American Express card member self-service, Procter & Gamble's Vocalpoint social networking site, and financial advisor portals for Legg Mason and PNC Bank.

User Experience Lead, Clinical Informatics R&D

Mass General Brigham (formerly Partners HealthCare)

 2002 - 2007

 Wellesley, MA

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 for BWH and MGH practices.

Art Director, Lycos Communities

Lycos, Inc.

 1999 - 2001

 Waltham, MA

Conducted usability research and designed graphics, page layouts, and ad banners for Lycos Chat, Clubs, Message Boards, Image Galleries, and Live Events services. Projects included Lycos Search, promotional web sites for professional athletes and celebrities, and co-branded portals for Fortune 500 partners.

Contractor Projects

Performed contract and part-time UX design work for **Liberty Mutual**, **Bose**, **AMP Agency**, **iRobot**, and **Veracode**. Please see online portfolio for details.

PUBLICATIONS

Jung, E., Rose, A. F., Einbinder, J. S., Schnipper, J. L., Linder, J. A., 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*.

INDUSTRY RECOGNITION

Top Vendor Performance,
InformationWeek (Oct. 2012)
EMC Unified Infrastructure Manager in cloud services and data center management.

Partners in Excellence Award,
Mass General Brigham (Nov. 2006)
Individual award for leadership and innovation in healthcare IT.

Web Site of the Week, *USA Today* (Aug. 6, 2000)
Lycos Model Search.