

# WARREN CROCE DESIGN

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## Professional Profile

I get great satisfaction from knowing that through design I can help people.

I am an expert at translating user requirements into product features through rapid prototyping and wireframing.

I have the breadth of a generalist, with specialties in user interface design, information architecture, interaction design, visual design, and user research

## Focus Areas

- Information architecture
- Journey mapping
- Interaction design
- Rapid prototyping
- Interactive wireframing
- Usability facilitation
- Visual design
- Mentoring and management
- Cross-functional leadership

## Career Highlights

- Lead designer on Gazelle's first direct sales website
- Co-Chair of Intuit Waltham's volunteering organization
- Original member of team which built Intuit's Payments business
- Led the growth of the Intuit Payment Solutions design team from two to eleven people in less than three years

## Professional Experience

### Staples

Framingham, MA  
October '17- Present

### Principal UX Designer

Design lead for Staples.com Cart through Checkout process.

### Gazelle

Boston, MA  
April '14 - September '17

### Principal UX Designer

Gazelle is the nation's leading consumer electronics trade-in site. I was lead designer for their first direct sales site ([buy.gazelle.com](http://buy.gazelle.com)). The site produced over \$25M in revenue in year one.

- Responsible for both desktop and mobile experiences in their entirety.
- Designed the addition of Financing and Warranty as well as catalog expansion with MacBooks and Apple Watch.
- Designed all three landing pages at [gazelle.com](http://gazelle.com), [buy.gazelle.com](http://buy.gazelle.com), and [gazelle.com/trade-in](http://gazelle.com/trade-in).

### Design Consultant

March '12 - April '14  
Warren Croce Design

### Cartera Commerce

- Lead designer on their first responsive site, used as a development framework for partners.
- Lead designer on the iPad version of their OfferLink app.

### QuickBase

- Responsible for incorporating categorized Search into QuickBase as well as incorporating Community into the app.
- Responsible for the redesign of the Sign-In process.
- Led the redesign of the QuickBase.com homepage and multiple interior pages.
- Led the redesign of The FastTrack blog.

### LoopPay (now SamsungPay)

- Responsible for evaluating the workflow for purchasing the hardware and creating a redesign based on my recommendations.

### Sophos

- Responsible for designing the workflow for selecting a plan. Included three rounds of interactive wireframes and two remote usability studies.

### Hooked on Phonics

- Developed workflow for the second version of their iPad app for children.

## **Intuit**

Mountain View, CA  
Waltham, MA  
July '99 - March '12

### **Principal Interaction Designer/Design Team Manager: Intuit Payment Solutions**

August '08-March '12

- Design manager for GoPayment; a mobile payment processing system.
- Lead designer for Intuit PaymentNetwork; a bank-to-bank payment service aimed at small businesses.
- Developed a dashboard to track project time and measure capacity for team.
- Member of the Intuit Design Leadership Team; a core group of eleven designers from around the company.
- Grew team from two to five interaction designers, four information designers and one customer researcher in less than three years.

### **Senior UI Designer: QuickBooks Merchant Service**

November '01-August '08

- Responsible for integrating credit card processing workflows into QuickBooks software. This includes processing transactions, reconciling bank deposits, refunding transactions, downloading transactions, accessing server-side reports and more.
- Organized yearly Customer Councils to help guide product development for the Service.
- Facilitated over 50 usability studies, follow-me-homes, and organized the first usability benchmarking study for the Service.
- Responsible for the creation of the Waltham office's first dedicated usability lab.

### **Senior Designer: QuickBooks Site Solutions**

November '00-November '01

- Responsible for developing the structure of the site and all user interface components needed to create this web-based website building tool.
- Co-authored a methodology for a participatory design process that was used for three half-day sessions with all team members.

### **Senior Designer: User Experience Group**

July '99-November '00

- Lead Designer - QuickenStore: The QuickenStore was Intuit's first online marketplace selling its entire suite of products. Responsible for developing the overall information architecture, user interface, and look and feel. Participated in developing a series of usability tests throughout.
- QuickenStore sales grew 300 percent in the 3 months following release.
- QuickBooks.com redesign: Responsible for developing the overall architecture, user interface, and look and feel. Participated in developing a series of usability tests throughout the project as well as conducting user and task analysis in the initial stages.

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## **Patents**

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

"System and method for reconciling credit card payments with corresponding transactions". QuickBooks-related.

## **Education and Professional Development**

Pratt Institute, Brooklyn, NY - BFA Communication Design. Graduated with Honors.

Continuing education includes courses and seminars in Web Design, UI Design, Usability Engineering, Field Research.

Mentor at UXPA Boston conferences.

## **Related Information**

Publications:

Author: "Advice for New UX Designers", UX Matters, May 2016

Author: "4 Tips for a Great First-Use Experience", UX Matters, May 2013

UX Matters Expert Panel Contributor, ongoing

Member: IxDA, UXPA

Co-Chair: Intuit We Care and Give Back (WCGB), Waltham site. March '06-June '09.

Member: Intuit Corporate Sustainability Team, 2009-2011