



Rob Brogan

Lead product designer improving people's interactions with their favorite media, tools, and services for over a decade.

Contact: robrogan@hey.com 248-736-5590 robrogan.com Brooklyn, New York 11222

WORK EXPERIENCE

DubClub

1 Yr

Product Design Lead

Jan 2024 - Dec 2024

Led product research and design for DubClub, a rapidly growing sports content subscription platform and marketplace.

- **Tripled delivery velocity** by implementing a cohesive design system with the lead front-end engineer.
- Delivered innovative, 0 to 1 features at rapid pace, launching weekly.
- Transformed the product page and profile management experience, achieving a **70% reduction** in new user onboarding to activation time, consequently multiplying supply-side growth on the platform.
- Prioritized features as a product trio with Head of Product and Engineering Lead to reduce scope and while delivering user value.

Teachers Pay Teachers

3 Yrs

Lead Product Designer

Promoted

Jan 2022 - Feb 2024

Senior Product Designer

Apr 2021 - Jan 2022

Owned the design and execution for the supply side of Teachers Pay Teachers, the largest education marketplace used by +85% of teachers.

- Created a product testimonial feature, now used by thousands of stores on a top 10 marketplace, increasing conversion and generating a **7% increase in GMV** within the first quarter post-launch.
- Collaborated with Product to reach and exceed OKRs through innovative solutions that improve Seller workflows on the marketplace.
- Identified, researched, and designed net-new store management capabilities resulting in **2,000+ product updates a week** within 3 months of launch.
- Validated usability updates to Seller Analytics dashboard with 12 interactive Figma prototypes integrating real user data.
- **Reduced fees by 95%** for 70K+ sellers through a seamless migration and onboarding UX to direct deposit.
- Created a library of reusable UI patterns as part of the overall TPT Design System, decreasing redundancy for 80% of designers and providing a single source of truth for designers and developers.
- Mentored TPT colleagues in one-on-one coaching sessions, focusing on advanced design software skills; this helped one employee switch career tracks and **join the design team** full-time.

WORK EXPERIENCE, CONT.

Amazon

5 Yrs

UX Designer on Audible App *New team*

Jan 2018 - Apr 2021

UX Designer on Amazon.com

May 2016 - Jan 2018

Growth and acquisition designer for Amazon web and shopping app for 3 years; Audible app design team for 2 years.

- Increased Audible's **membership acquisition by +4.6%** or \$20M annualized by identifying and shipping a 90 pixel optimization.
- Established the Audible membership management page on Amazon.com to meet millions of users' needs without leaving the site.
- **Reduced onboarding time by 50%** for growth team members with a comprehensive pattern library for the Audible pages on Amazon.
- Conducted user testing with dozens of participants using InVision and UserTesting.com to reduce bounce rate for core user flows.
- Completely **redesigned the Audible Library**, improving engagement, retention, and content discovery in the product.
- Developed library concepts through 6 design sprints of research, low-to-high fidelity prototyping, and detailed design delivery.
- Led an intern class of 6 recent graduates, and coached one Amazon employee transitioning into a UX career.

Fjord / Accenture Song

2.5 Yrs

Interaction Designer, D2

Promoted! Apr 2015 - May 2016

Interaction Designer, D1

Jan 2014 - Apr 2015

Designed consumer-facing UX, and new services for clients across very different industries - such as Qualcomm, Citibank, Boston Scientific. Extensive experience with Service Design methods and workshops for stakeholder alignment and ideation.

RadicalMedia

1.5 Yrs

Information Architect

Aug 2012 - Dec 2013

Developed personas, user flows, site maps, wireframes, and functional specifications to align with developers, visual designers, and clients.

TEACHING EXPERIENCE

Parsons School for Design, MFA Program

Instructor • Design for Usability

Winter 2016

BrainStation, Technical certifications

Lead Instructor • UX Design

2021

Instructor • UX Design

EDUCATION

Grand Valley State University

B.A. Spanish Language & Literature