

Rich Rosales

UX/UI Leader / hi@richrosal.es / richrosales.com

Solution-driven UX/Creative leader with over 15 years of experience conceptualizing and crafting digital products. Possesses a successful track record of lead-ing and empowering diverse teams in the creation of frictionless user-centered experiences while promoting a positive culture in fast-paced work environments.

EXPERIENCE

Boardriders

Global UX/UI Director / 2021 - Present

- Lead the UX/UI team and relevant roadmap initiatives (BOPIS, platform enhancements, etc)
- Implemented the BRDS multi-brand design system to enforce consistency across brands and minimize design debt. Enforce industry best practices and consistency globally
- Oversee UX/UI objectives for the replatforming of various multi-brand properties

Universal Music Group

Director of User Experience / 2016 - 2021

- Led front-end development and UX for UMG's artist site factory platform which serves over 450+ artist sites/stores with over 65 million unique visitors annually
- Contributed to the generation of \$200M+ in annual revenue (a 900% increase in D2C sales since taking the position in 2016)
- Managed and mentored three UI designers and developers
- Oversaw & provided creative direction to agencies worldwide who assisted in building sites, marketing, and e-commerce campaigns
- Co-architected UMG's headless Gatsby/React design system which assisted in reducing development time by over 300%

Interscope Records

Sr. Frontend Developer / 2008 - 2016

- Responsible for the design and frontend development of over 150 artist sites and stores
- Collaborated with marketing and engineering teams to build a robust Drupal artist platform and platform-agnostic design system
- Provided frontend standards, documentation and training to agencies

MySpace

Designer & Frontend Developer / 2007-2008

- Designed and developed homepage takeovers and custom profiles for various Fortune 500 companies and agencies in order to maximize consumer engagement for their marketing campaigns
- Served as primary point of contact for the execution of rich media and Unicast rich media implementation across Myspace

EDUCATION

Purdue University

B.S. - Computer Graphics

2003-2006

CORE COMPETENCIES

Design System Architecture

UX/UI Design & Direction

Wireframing/Prototyping

Data-driven Design

Accessible Design

Usability Testing

E-Commerce

TECHNICAL

CSS / PostCSS / Sass

Drupal / Wordpress

Javascript / React

Gatsby / NextJS

PHP / Twig

Git