

Warren Croce

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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, and user research.

Focus

- Interaction design
- Rapid prototyping and wireframing
- Task analysis
- Usability facilitation
- User interface specification development
- Mentoring and management
- Cross-functional team leadership
- Project management

Career Highlights

- Lead designer on Gazelle's first [direct sales website](#), launched in October of 2014. In the first year the site produced \$25M in revenue and over \$34M in year two.
- Original member of team which built Intuit's Payment business. Enables small business owners to accept credit card payments through QuickBooks software or through their mobile device (<http://payments.intuit.com/>).
 - Service grew from \$1.5M in revenue and 13,500 customers in 2001 to just under \$400M in revenue and over 400,000 customers in 2011.
 - Led the growth of the Intuit Payment Solutions design team from a team of two interaction designers to six interaction designers, three information designers and two customer researchers in less than three years.
- Co-Chair of Intuit Waltham's volunteering organization.
 - My role was to connect local nonprofits with volunteer opportunities for our employees. Grew employee volunteerism from 84 hours to over 400, and number of projects from 4 to 12 in the first year.

Professional Experience

Gazelle, Inc. - Boston, MA – April '14 - Present

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). 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, buy.gazelle.com, and gazelle.com/trade-in.
- Conducted over 40 usability studies.

Design Consultant - Warren Croce Design - March '12 - April '14

Cartera Commerce

- Lead designer on their first responsive site, to be used as a development framework for their 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 which involved updating and simplifying the interface.
- 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 and 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

- QuickenStore redesign: 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 the project. 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.

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
 - Contributor: [UX Trends, The Next Big Thing In User Experience, Part 1](#), [The Next Big Thing in User Experience, Part 2](#), [Effective UX Leaders](#), [Common Problems UX Leaders Encounter](#)
- 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