

# Roger Soucy

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## Summary

Experienced UX Designer in responsive web, desktop & mobile applications, enterprise, and offline hardware interfaces. Driven to solve problems through research and user-centered design.

## Skills

- › Sketching
- › Storyboards
- › Wireframing
- › Prototyping
- › Task analysis
- › Flow maps
- › Usability testing
- › User research
- › Agile methodologies (Cert Scrum Master)
- › Experienced team leader
- › Process and Governance
- › Public speaking and presenting

## Software

- › Axure RP
- › Sketch
- › Invision
- › Balsamiq
- › TechSmith Camtasia
- › OmniGraffle
- › JIRA
- › Confluence
- › Targetprocess
- › Adobe Photoshop
- › Solidworks CAD

## Experience

### **User Experience Designer (Contract):** *FIRST* January 2017 – Present

- Redesigned the three primary subsystems for *FIRST* robotics programs pertaining to creating / leading teams, volunteering at events, and student / parent participation
- Conducted heuristic evaluations of current products and design concepts
- Interviewed internal stakeholders from Program Directors and Business Analysts to Customer Support and Development teams
- Designed new user interfaces and interaction models to improve usability and alignment with the strategic goals of four different robotics programs
- Presented concepts and evaluation results to executive level stakeholders
- Created interactive prototypes using Axure to demonstrate and test designs
- Interacted with development teams daily to ensure proper design implementation
- Conducted usability testing of new designs with new users and created report of findings with recommended changes.

### **User Experience Design Consultant:** RPS Interactive, LLC. March 2012 – Present

Client list: Rapid Insight, Proximity Lab, Pradco Outdoor Brands, Frosthub, SalesGoose

- Worked with startups and large companies to create the interaction design for websites, web applications and offline products.
- Conducted thorough expert reviews on existing interfaces to uncover and document potential usability issues and recommendations for resolving them.
- Created task flow diagrams to document use cases, page flows, and business processes.
- Sketched interface designs for quick iterations prior to creating annotated wireframes detailing all interactions and functionality
- Created interactive prototypes
- Handled all client relations and communications during each project; from the initial sales call to project completion (i.e. writing proposals, defining business goals and project requirements, stakeholder interviews, weekly update meetings, follow-ups after project completion, etc.).

## ***Experience (cont'd)***

*"I had the pleasure of working with Roger, where I was one of three product owners and Roger was the UX lead who spanned management and several separate development teams.... He defined UX processes that were very effective, which enabled him to juggle the many complicated moving parts of a complex medical product. He is exceptional at distilling requirements into consumable deliverables for development and the product would not have been the same without his insights."*

### **LESLIE SHELTON – DIRECTOR OF PRODUCT DEVELOPMENT, ELEPHANT VENTURES**

*"Roger and I worked together for about 2 years on a complex user interface for a cloud based application. He was responsible for the UX, and design of the UI, and throughout the project demonstrated incredible UX insights, discipline to manage multiple work streams, and impeccable work ethics working with the team members that supported him in that endeavor."*

### **SAM DER-KAZARYAN - TECHNICAL DIRECTOR, QUBOLE**

### **User Experience Designer (Contract): DEKA Research & Development, October 2014 – January 2017**

- Lead and mentored team of 4 junior UX Designers in the creation of artifacts for an enterprise level medical software suite used for increased safety and control in the delivery of medications, management of inventory, provisioning, monitoring, and updating of several counterpart hardware platforms
- Worked closely with Product Owners to clarify and revise product requirements and functional specifications to arrive at a state of readiness for UX Team to deliver accurate and effective solutions
- Created user storyboards, task flow diagrams, wireframes and interactive prototypes which were used for requirements validation, client presentations, usability testing, and development team knowledge facilitation
- Defined and managed UX team processes, tools, governance, and integration into an agile environment that supported 4 different development teams
- Improved development team sprint velocity while reducing iterative cycle count and software bugs

### **User Experience Designer: WSI Corp, March – October 2014**

- Created the interaction design for new and existing features for desktop software used by Commercial Aviation Dispatchers and Air Traffic Coordinators providing situational awareness and decision support. I used a combination of research and best practices to shape designs and when possible, developed new information architecture to improve the product's overall usability.
- Redesigned the WSI e-commerce website for the purchase and management of software product subscriptions.
- Conducted research including onsite interviews of key users and online surveys to identify environmental constraints, primary and secondary task flows, and use cases to make better-informed design decisions for new features and existing feature enhancements.
- Collaborated with Product Managers and other key stakeholders to define detailed product requirements and conceptualize preliminary design considerations.
- Worked in an agile environment consisting of 2-week sprints and quarterly releases based on iterative development.

## Experience (cont'd)

*"I highly recommend Roger's work; as a UX designer specializing in interaction design, as a mentor and leader in the space, and as a product pragmatist. Roger brought a level of rigor to his work with our team on safety critical user interfaces that speaks to his ability to execute in rigorous engineering environments. A wonderful addition to any product development team!"*

**JIM CAMPBELL – GM CLOUD SOFTWARE, DEKA RESEARCH & DEVELOPMENT**

**Product Manager:** Russound FMP, Inc., 2004 –2012

- Designed interfaces for Apple iOS, computer software applications, touch-screens, and keypad products using various user interface design methods including: sketching, wireframing, low & high fidelity prototyping (i.e. sketches, clickable PDFs, and coded prototypes), and iterative usability testing.
- Conducted qualitative and quantitative user research using a variety of methods from ethnographic interviews, focus groups, and online surveys to develop an understanding of consumer wants and needs. From this research, I developed user personas, which were referenced later during the creation of use cases, and user task flows.
- Managed 4-8 products in active development, while maintaining over 50 actively selling products. I created business case requirements, marketing communications collateral materials, managed and oversaw product launch activities, negotiated licensing contracts, managed third party product compliance and certifications, and was responsible for profit and loss throughout a product's lifecycle.
- Co-inventor of the Russound ComPoint premier intercom system, which provided award-winning, innovative solutions for both stand-alone applications and integrated multi-room audio systems. [US Patent 8,189,753](#)

## Education

- **User Experience Certificate** (December 2013)  
Bentley University, Waltham, MA
- **Certified Scrum Master** (May 2012)  
Scrum Alliance, Inc.
- **Pragmatic Marketing Certified** (August 2011)  
Practical Product Management, Scottsdale, AZ

## Professional Associations

- **User Experience Professionals Association (UXPA)**
- **Interaction Designers Association (IXDA)**
- **Scrum Alliance**
- **Boston Product Managers Association (BPMA)**
- **Pragmatic Marketing Alumni**

## Additional

- **New Hampshire UXPA Board Member**
- **Boston UXPA Volunteer**

*"I worked with Roger on highly technical (aviation & meteorology) mission-critical software development. Roger is very insightful in agile principles and enthusiastic in understanding the core problems we are trying to solve for end users. His well-rounded experience in product, scrum, and user experience bring a unique understanding to the game, which would allow Roger to translate his skills to any industry."*

**JOHN SZATKOWSKI –  
SR. PRODUCT MANAGER  
WSI CORP**