Dennis Crothers

PRODUCT DESIGNER

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denniscrothers@gmail.com
415.378.5702

UX Design
User Research
Information Architecture
Wireframing
Prototyping
Interaction Design
Usability Testing
Design Systems

Visual Design
Branding
Graphic Design
Illustration
Infographics
Data Visualization
Storyboarding

Design Tools
Figma, Sketch, InVision,
Axure RP

Collaboration Tools
Miro, Whimsical

Adobe Suite
Photoshop, Illustrator, InDesign

Web Tools
Framer, Webflow

Project Management
Jira, Trello, Asana, Slack

Education

The College of New Jersey
(fmr. Trenton State College)
BFA Graphic Design, 1996
Computer Graphics
Specialization

25+ years as a full-stack designer, developing innovative strategies and solutions for digital products across Insurtech, Digital Health, Media, and Technology.

Creative thinker and individual contributor skilled in user experience, visual design, data visualization, branding, and marketing.

Experienced design leader proficient in managing creative processes, strategic planning, and building multi-disciplinary teams while providing mentorship.

Effective communicator with expertise in design principles, information architecture, usability, and user testing, driving cross-functional collaboration and project success.

Career Highlights

Dennis Crothers Design
Owner (1996 – Present)   `Contract Work`

➤ Delivered remote UX and graphic design services, specializing in journey mapping, wireframing, prototyping, and interaction design to create effective UIs.
➤ Developed visually compelling designs that adhered to brand guidelines and improved user satisfaction.
➤ Collaborated with stakeholders to define requirements, set design objectives, and craft strategic solutions tailored to user needs.
➤ Designed branding, visual identity, data visualization, and marketing materials.
➤ Partnered with diverse clients, including NetShelter, DoubleLoop, Tidepool Labs, and JiveWorld, to deliver customized design solutions meeting their unique goals.

Coalition Inc.
Head of Design (Dec 2018 – Aug 2022)   `Insurtech` `Security` `B2B` `SaaS`

➤ Led product design as Coalition grew from 30 to 600+ employees in under four years. By 2022, the company served 160,000+ customers, achieved over 400% YOY revenue growth, and had a run rate GWP exceeding $650 million.
➤ As the first Design hire, created UX for three platforms serving brokers, policyholders, and administrators.
➤ Managed all aspects of UX, including information architecture, user flow diagrams, wireframing, prototyping, high-fidelity design, and user testing.
➤ Built and led a cross-functional design team, including UI/UX designers, researchers, and marketing designers.
➤ Initiated and expanded user research, conducting moderated and unmoderated testing, and established a full-time position to manage these efforts.
➤ Designed for new insurance lines and markets, including Canada and the UK.
➤ Developed a design system and UI component library in Figma, based on Material UI, improving efficiency between designers and developers.

MDsave
VP of Design (Jul 2015 – Mar 2018)   `Digital Health` `B2B` `B2C` `SaaS`

➤ First design hire, leading design for MDsave, an early-stage startup with a healthcare bundling platform that creates a marketplace for out-of-pocket costs.
➤ Launched new products for employers, PPOs, and providers, expanding MDsave's customer base by 700% and increasing provider partnerships.
➤ Transformed outdated workflows for hospital administrators and accountants with intuitive UI and automation, resulting in a 33% YOY increase in POS collections.
➤ Collaborated with the executive team to enhance business growth and visibility through visual storytelling and infographics for presentations and RFPs.
➤ Recruited and managed full-time and contract UX, visual, and marketing designers.

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GoodGuide, UL Solutions
UX Director (May 2014 – Jul 2015)   `Sustainability` `B2B` `B2C` `SaaS`

➤ Led UX design for GoodGuide, a consumer advocacy product assessing health, environmental, and social performance of products and companies, and PurView, a B2B platform for measuring product supply chain sustainability.
➤ Created custom data visualization solutions for clients including Target, Method, CVS, and the Sustainable Apparel Coalition.
➤ Designed GoodGuide's first revenue-generating ad opportunity in collaboration with Target.
➤ Developed the 2015 Earth Day campaign for Amazon, featuring GoodGuide's recommendations.
➤ Integrated lean UX design cycles into product development with user interviews, iterative prototypes, and user testing.

AOL
Principal Designer (Sep 2013 – May 2014)   `Media` `Technology` `B2B` `SaaS`

➤ Led user experience and visual design for multiple initiatives, shaping customer experience and developing visual language in collaboration with engineering.
➤ Served as principal UI designer for a publishing tool used across AOL publications, creating visual language and design specifications for platform tools and a bootstrap site.
➤ Directed UX and visual design for various products across the AOL network.
➤ Implemented Agile development processes for iterative design cycles.

Wired.com, Condé Nast
Director of UX (Oct 2007 – Sep 2013)   `Media` `B2C`

➤ Managed all aspects of UI and visual design for Wired.com, including conceptualization, mockups, UI specifications, and visual guidelines.
➤ Utilized Agile development processes for iterative product cycles.
➤ Analyzed web analytics to identify traffic patterns and opportunities for improvement.
➤ Partnered with the sales team to create innovative sponsorship programs, generating new revenue streams.
➤ Collaborated with the marketing team to develop online audiences through viral marketing strategies.

CNET Networks (now Red Ventures)
Managing Art Director (Aug 1996 – Oct 2007)   `Media` `Technology` `B2C`

➤ Directed a multi-disciplinary team for CNET.com, CNET Reviews, News.com, and Download.com, focusing on product development and marketing.
➤ Recruited and managed teams of designers, including visual designers, illustrators, animators, 3D modelers, copywriters, and Flash developers.
➤ Implemented efficient processes for creative and product development, using user-centric methodologies.
➤ Collaborated with partners such as MSN, ABC, CBS, TiVo, AOL, ESPN, and Best Buy to create co-branded experiences.
➤ Designed workflows and UI for internal tools to enhance editorial processes.