TQ ROQUERRE
Product Design + Strategy

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RELEVANT EXPERIENCE

Facebook
SEP 2020 - DEC 2020

PRODUCT DESIGNER, CONTRACT
- Alignment and execution for Consumer X, Save and Collections Team.
- Worked with PMs, Engineers, and User Research to define strategy, testing methodology and experiments.
- Delivered and tested designs and prototypes with millions of Facebook users;
- Work is launched/live today on core app.

Namebase
JUL 2018 - April 2019

FOUNDER, CPO
- Raised **Series A of $4 Millon**, Company Valuation at $20 Million (crafted narrative and pitch).
- Designed, built and launched Domain Registrar Plaftform and International Cryptocurrency Exchange that currently has **23K Daily Active Users** and processes **$6 Million** in transaction volume/month.
- Responbile for UX/UI Design, Design Systems, Brand (logo, style guide etc.) and Content/Marketing.

Squarespace
MAR 2018 - JUL 2018

PRODUCT DESIGNER
- Lead design for Commerce Team.
- Delivered and tested designs and prototypes solving problems for paid merchant users (from redesigning shipping flow to building out new infrastructure).
- Worked with PMs and Engineers to define features and deliver solutions compatible with Squarespace 6 & 7.

Huge
FEB 2018 - MAR 2018

SENIOR DESIGNER, CONTRACT
- Delivered Visual Designs for Vanguard pitch.

Kettle
SEPT 2017 - DEC 2017

PRODUCT DESIGNER (FREELANCE)
- Responsible for UX, Visual Design, Prototyping and final Keynote pitch deck that won Netflix as client;
- Lead UX and Visual Design for resulting Netflix projects.
- Worked with the tream at ZocDoc to redesign their provider-facing platform; delivered Wireframes, Visual Design and Interactive Prototypes.

Framebridge
MAY -2017 SEPT 2017

PRODUCT DESIGNER (FREELANCE)
- Redesigned key pages across core UX and framing/checkout flow (optimized for mobile.)
- Worked with Kevin Twohy to create new interactive Gallery Wall experience that allowed customers to design, customize and bulk purchase entire gallery walls of frames on desktop and mobile.

TOOLS

Sketch
Photoshop cc
Illustrator cc
InVision
Framer
HTML/CSS
Keynote

SKILLS

UX/UI Design
Design Systems
Brand
Strategy
Content/Marketing
Prototyping
User Research
Leadership

EDUCATION

General Assembly
UX Design Course
2015

University of Southern California
BA Biological Sciences, Minor in Sociology
Graduated 2014

Brandeis University
2010 - 2012