TOONLAYA ROGERS

*"A great way to solve customers'
problems starts with a
conversation with your
customer."*

6432 Earlham Drive
Bethesda, Maryland 20817

703.338.2527

toonlaya@gmail.com

www.toonlaya.com

SPECIALTIES

Team Management
Design Vision & Strategy
Coaching & Professional Development
Design Process & Product Lifecycle
Agile Environment
Design System
Web Application
Responsive Design
Mobile Design
SaaS
Enterprise Design
Brand Strategy
Omni-Chanel Strategy
New Product Launch
Human-Centric Design
Innovation
User Research
Solving Complex Problem

SUMMARY

Accomplished and creative executive possessing multifaceted experience and a proven ability to revitalize organizations, initiate company-wide campaigns, and capture untapped opportunities for growth. Results-oriented and a decisive leader. Adept at forging lucrative relationships with key partners, vendors, and clients. Proven record of generating and building relationships, managing projects from concept to completion, designing educational strategies, and leading individuals to success.

PROFESSIONAL EXPERIENCE

Custom Ink – Fairfax, VA
Director of Product Design (2016 – 2019)
Lead Product Designer (2014 – 2016)

Custom Ink is a retailer of customized shirts, apparel, and goods based in Fairfax, VA. With only 20 physical retail locations Custom Ink relies heavily on omni-channel execution (retail, partners, call centers and digital) to engage and service customers.

Contributions:

- Built and managed a design team for experience design, including but not limited to prototyping, user research methodologies and sessions, ideation, design, A/B testing, and experience optimization.

- Established a design space, style guide, processes, and workflows to collaboratively execute within cross-functional digital, agile teams.

- Launched a training curriculum to enable and align experience designers with KPIs.

- Led research findings and analytics to drive conversion lift of 3.8% or ~$10MM annualized revenue.

- Improved standards and processes by managing alignment with the senior leadership team, including but not limited to brand, IT, and product management.

- Raised employee satisfaction surveys by 37% (team of eight).

- Awarded 2nd place (globally) in the 2018 Experience XD mobile competition by Adobe as a team.

Owen Software – Rockville, MD
Director of Digital Experience and Technology (2013 – 2014)

Owen Software is a Series A & B funded startup with an emphasis on Science, Technology, English, and Math (STEM). Its mission is to pair students with the right university and to outline and detail the best curriculum that offers the highest likelihood of achieving a student's desired school based on their profile (GPA, test scores, etc.) via a subscription, Software as a Service (SaaS) offering to community colleges and universities.
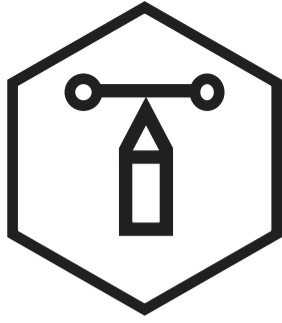
TECHNOLOGY EXPERIENCE

Creative Applications:
Adobe Creative Cloud (Photoshop, Illustrator, XD), Sketch, Balsamiq

Prototyping:
InVision, OmniGraffle, Dreamweaver, XD, AppCooker, Proto.io

Martech:
OpenText TeamSite, Adobe Analytics, Adobe Target, Google Analytics

Management:
JIRA, Basecamp, Monday, Trello, Abstract

Research & Testing:
UseTesting, LoopBack. SurveyMonkey, Google Surveys

Design System:
Sketch Libraries, Invision DSM, Frontify

EDUCATION

Duquesne University – Pittsburgh, PA
1995 – 1997
M.S. Multi-Media Technology

Rangsit University – Bangkok, Thailand
1991 – 1995
B.S. Information Management Systems (MIS)

PROFESSIONAL EXPERIENCE CONT.

Contributions:

- Built a team of four, which was comprised of copywriting and visual design.
- Established a revamped design system, including team roles and responsibilities, a new style guide and standards and processes, workflows, and deliverables (e.g., design & functional specs, photography asset standards, font standards, etc.) to optimize cross-team collaboration and execution.
- Procured and managed agency relationships (for staff augmentation needs).
- Collaborated as an agile team member: scripted and lead user intercepts, IDIs, and prototype development.
- Developed user experience and prototypes for ac SaaS application as part of the investment team leading to $2MM investment (expansion of Series B funding).
- Contributed to the delivery of Pathevo On-Demand version 2.0.

Marriott International – Bethesda, MD
Lead UX Manager (2011 – 2013)
Senior Art Director (2008 – 2011)
Art Director (2003 – 2008)
Web Designer (2001 – 2003)

Marriott International operates over 30 brands and 7,000 properties in more than 131 countries. As a digital platform, Marriott.com and the Bonvoy app account for 23%+ of total hotel bookings and captures $13B annual gross revenue. My experience with Marriott allowed me to develop my love and strengths in experience design. I created, followed, and led in a variety of roles.

Contributions:

- Led a team of four and was responsible for the Experience Design on Marriott.com's search and reservation system.
- Created Marriott.com's digital design system.
- Redesigned the Marriott.com's booking process in 2011, which resulted in increased conversion by 1.6%, producing $495MM gross revenue.
- Directed and designed promotional campaigns and partnership experiences.
- Expanded and managed Marriott.com's global online style guide.

Onesoft Corporation - Mclean, VA
Senior Web Design Consultant (1998 - 2001)

Onesoft is an Internet, e-commerce consulting company. In my role with the company, I was a consultant and team lead.

Contributions:

- Involved as both team member and lead on e-commerce and solution integration projects. Clients included KPMG, Lockheed Martin, Georgia Pacific, DKNY, Polo, Weight Watchers, McDonald's, Garbage, Depeche Mode, Public Enemy, and Busta Rhymes.