



Sean Crowe

www.seancrowe.com | crowe.sm@gmail.com | 917-975-1573 | [@smcrowe](https://twitter.com/smcrowe)

A designer leader, looking to help you solve puzzles, and shape human-centered stories that make complex systems approachable, learnable, and valueable.

Bill.com

2019 - Today

Managing a small group of designers building tools to streamline how small business finance teams manage and pay their bills.

Design manager

Jul 2020 - Today

Currently, setting design strategy to merge three applications into a single financial one-stop-shop for advanced small businesses.

Staff product designer

Aug 2019 - Jul 2020

- Built a comprehensive object map to identify redundancies and new connections between systems
- Developed an early holistic design vision and frameworks for other squads to build features within

Lead design across multiple projects to streamline document processing, bill payments, and machine learning workflows to reduce bill creation by 50% (avg. of 45 seconds & dropping).

- Collaborated on strategic product direction with product and engineering partners
- Coordinated with multiple agile squads to maintain alignment on broader user journeys
- Designed for fluid responsive web across all viewports, and supported development of Bill.com's first design system

Xero

2016 - 2019

Managed a team of two designers in the San Francisco office while keeping alignment with local product & engineering leadership, as well as global design leadership in New Zealand.

Design manager

Apr 2019 - Aug 2019

Lead design for a new product area to help small businesses manage reimbursable employee purchases. I contributed to the design and overall strategy

Lead product designer

Jan 2018 - Apr 2019

- Designed for web, android, and iOS from concept to launch to production iterations
- Collaborated with design researchers to keep the product aligned with user needs
- Coordinated efforts with another designer while managing stakeholder expectations
- Used analytics and data to understand usage and identify improvement opportunities

Sr. product designer

Oct 2016 - Jan 2018

Northwestern Mutual / Learnvest

2015 - 2016

Collaborated with design, product, and engineering to build responsive web apps for financial planners.

Sr. product designer

Jun 2015 - Oct 2016

- Lead design efforts to launch a new tool allowing Learnvest financial planners to manage client information, build, and deliver an algorithmically generated financial plan
- Set design direction and new IA for a scaleable redesign of Northwestern Mutual's financial planner web app
- Co-lead the creation of a responsive CSS styleguide toolkit used on all web projects across the two companies and managed two fellow designers along the way

Moment Design

2011 - 2015

Collaborated on small design teams to research and design digital products with client partners; including Morgan Stanley, TD Ameritrade, Bloomberg, Pearson, Allscripts, and Bookspan.

Sr. UX designer & strategist

Jun 2012 - Jun 2015

- Facilitated brainstorming, workshops, and design reviews with client teams
- Created strategic artifacts for design thinking: personas, user journeys, and service maps
- Conducted qualitative and quantitative research as well as synthesis sessions
- Built prototypes for design/development communication and usability testing
- Mentored and supported fellow designers

UX designer

May 2011 - Jun 2012



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Crossborders

2008 - 2011

Planned, designed, and managed development on digital websites and apps for clients including a national football franchise, e-commerce platforms, and an android application.

- Introduced and implemented a user-focused discovery and research process into company projects
- Lead design and experience direction with a small team of designers & developers
- Managed 3rd party development teams to deliver on-time and in-scope

Lead web designer & project manager

May 2008 - May 2011

Freelance

2009 - 2011

Built front end user interfaces and custom content management systems with PHP/MySQL and Ruby on Rails for marketing websites in conjunction with a visual designer.

Front-end web developer

Education @ Syracuse University — S.I. Newhouse School of Communication

MS • New Media - storytelling with web technologies and structured data

2008

BS • Television, Radio, & Film - storytelling with video cinematography, animation, and editing

2007