



Thomas Troisch

SENIOR PRODUCT DESIGNER

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Creative professional with demonstrated skills in **crafting aesthetically pleasing products for seamless experience**, bridging gap between user needs, business objectives, and technical feasibility to integrate innovative and user-centric products into market.

AREAS OF EXPERTISE

Responsive and Mobile Design

User Research & Strategy

Empathy & Ethical Considerations

Usability & A/B Testing

Wireframing & Prototyping

Verbal & Written Presentation Skills

Information Architecture

Marginal & Accessibility Design

Design Thinking & Attention to Detail

CAREER EXPERIENCE

Lead UX Designer/Researcher,
The Home Depot – Contract

10/2022 to present
(Remote) Atlanta, GA

Transformed and elevated the cybersecurity portfolio structure, addressing inefficiencies and facilitating superior project lifecycle management in collaboration with Project Management Office PMs and business analysts.

- Lead the development of user-centered design strategies and foster collaboration across all 13 cybersecurity areas for effective and efficient project delivery.
- Saved the Office of Cybersecurity 3 years and \$3.9 million in internal development time and costs through UX research-backed recommendations to customize and implement 3rd party PPM software.

Senior Experience (UX/UI) Designer,
Amazon Web Services (AWS) – Contract

11/2021 to 09/2022
(Remote) Seattle, WA

Enhanced the end-user experience and achieved scalability in product development through design, process automation / ML, and execution processes, in close collaboration with both AWS cybersecurity stakeholders and customers.

- Implemented rigorous quality control protocols to guarantee compliance with AWS standards, regulations, and client specifications while ensuring precise design execution.
- Developed a modular design principle for simplifying the setup of Amazon Kendra connectors and successfully piloted this new pattern for integration into Amazon's Polaris design system.

Senior Product (UX/UI) Designer,
ChemPoint (Univar) – Contract

05/2021 to 11/2021
(Remote) Bellevue, WA

In an agile environment, conducted user needs assessments, defined product requirements, collaborated closely with business analysts, and crafted user interface elements for an internal document management system

- The project pilot, completed in 2021 for under \$250k, had an undeterred impact on all connected tools and services, with a nonrestrictive speed of changes and expansion aligning with ChemPoint's business objectives.
- Dramatically improved proactive document management processes for product documents and certifications by establishing a unified global point of truth.

**Director, User Experience Design,
SmartHub.ai**

10/2020 to 11/2021
(Remote) Seattle, WA

I planned, directed, and designed the End User Experience, guiding scalable end-to-end IoT solutions for remote workplace efficiency and security, while also strategically devising and orchestrating the development of customized user interface solutions.

- Developed a comprehensive UX strategy for the SmartHub.ai's IoT products, to align with business objectives and user requirements, while defining a compelling UX vision addressing the distinct challenges and opportunities in the IoT domain.
- Recommended design systems to maintain visual consistency across IoT products and platforms, as well as crafting effective methods for visualizing and presenting intricate IoT data in a format that is actionable for users.

**Creative Director,
Catface Entertainment**

08/2019 to 07/2020
Bellevue, WA

In a studio setting, I provided expert-level supervision to a team of five production artists to achieve desired performance, overseeing both motion design and brand planning, while maintaining an efficient liaison with C-level executives.

- I assisted video game influencers in launching and shaping their brand identity and voice, while also directing the creation of 3D animated weekly narratives, short films, and live ads to boost viewership and subscription rates on their channels.
- I created eye-catching thumbnails to draw viewers to fresh content tailored for popular platforms like TikTok, YouTube, and Snapchat, in addition to designing brand-related retail merchandise such as limited-edition plush toys for followers.

**UX/UI Designer,
iLink Systems**

12/2015 to 08/2019
Seattle, WA

I was involved in the entire product design process, working collaboratively with an agile team to conceptualize prototypes and visual concepts for viable web and mobile products, spanning from initial concept development to the delivery of creative services.

- I ideated product solutions, created prototypes for design testing, and outlined product structure using sketches and wireframes for scalable UI for a modular clinical research lab with a mobile configuration for on-the-fly setup.
- I efficiently managed design projects across different time zones, including India Standard Time, Pacific, and East Coast, aligning final products with design vision and quality standards.

ADDITIONAL EXPERIENCE

Freelance Art Director & Visual Designer, Various Clients, Savannah, GA

- Managed, designed, and illustrated original content for major industry clients. Recruited to develop B2B campaign that helped mold Intel's 2016 style guide and graphic asset library.

Senior Visual Designer, Red Sky-Blue Water, Greater Seattle Area

- B2B brand design and user experience innovation for live web, mobile, and print applications. Designed and managed the communications for all original 16 Microsoft Store retail locations.

Senior Art Director & Interface/Environment Artist, Handheld Games LLC, Greater Seattle Area

- I led award-winning interactive projects, mentoring creative teams, and creating 50+ educational titles for children, focusing on animation, game mechanics, and design.

EDUCATION

Digital Media Communications

Master's Degree
University of Washington

Animation/Graphic Design

Associate's Degree
Art Institute of Seattle

Biology

Bachelor's Degree
University of Puget Sound

LANGUAGE

English & German, Native/Bilingual Proficiency | **French**, Professional Working Proficiency

TECHNICAL SKILLS

Adobe CC, MS Office 365, prototyping (Adobe XD, Invision, Sketch, Figma), UX/UI design, strategy and research, design ops, and web flow development, for IOS and Windows environments.