Thomas Troisch
SENIOR PRODUCT DESIGNER

+49.160.954.02598
Seattle, WA 98125
ttroisch@gmail.com
www.workbytom.com

LINKEDIN: /in/thomastroisch **INSTAGRAM:** @thomastroisch **FACEBOOK:** /thomastroisch

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

Design Operations Specialist,
MAN Truck & Bus SE

05/2024 to present
München, Bavaria, Germany

Streamlining processes, communications and brand stewardship in coordination with international design teams to efficiently integrate the MAN brand into the TRATON group.

- Pilot the seamless transition of MAN's nascent multi-locational design team from tactical to increasingly operational responsibilities within the parent organization by charting a cross-brand UX integration-strategy roadmap.
- Collaborate with MAN's inhouse visual studio to ensure our design system thrives through effective governance models and comprehensive documentation, fostering consistency, collaboration, and innovation.

Lead UX Designer/Researcher,
The Home Depot – *Contract*

10/2022 to 01/2024
(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,
05/2021 to 11/2021
ChemPoint (Univar) – *Contract*
(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.

User Experience Designer,
10/2020 to 11/2021
SmartHub.ai
(Remote) San Fransisco, CA

Strategized and designed the End User Experience, guiding scalable end-to-end IoT solutions for their AI-powered Edge Asset Intelligence & Management Platforms, while also strategically orchestrating the development UI and design system solutions.

- Developed a comprehensive UX strategy for hardware embedded systems, such as INFER, to align with business goals and user requirements, while defining a compelling UX vision addressing distinct challenges and opportunities in the IoT domain.
- Collaborated closely with engineers to assess the feasibility of the product. Created low-fidelity prototypes and conducted product validation tests (A/B and usability testing) to ensure the product was buildable and user-friendly.

UX/UI Designer,
12/2015 to 08/2019
iLink Digital
Seattle, WA

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.

- Assisted in the early stages of discovery for Edge Computer Vision Platform known as MIDAS.ai. developing workflows, user stories, and use cases for product integration. I utilized Adobe XD to create lo-fi wireframes for early-stage POCs.
- Efficiently collaborate with stakeholders throughout the entire product design process, from initial concept to final product. This involved creating wireframes, mockups, and prototypes, and iterating based on feedback and findings.

ADDITIONAL EXPERIENCE

Creative Director, Catface Entertainment, Bellevue, WA
- 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 the star influencer, Aphmau.

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	**Animation/Graphic Design**	**Biology**
Master's Degree	Associate's Degree	Bachelor's Degree
University of Washington	Art Institute of Seattle	University of Puget Sound

LANGUAGE

English & German, Native/Bilingual Proficiency | **French**, Intermediate 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.