

Kurt Roscillo

Lead User Interface Designer

4321 Star Path Way, Unit 5
Oceanside, California 92056

442.232.5795
kurtaroscillo@gmail.com
www.kurtroscillo.com

Skills

Design: Design Systems, UI/UX Design, Component Design, Prototyping, Icon Design, Product Design, Mobile Design, Web Design, Graphic Design (Print and Digital)

Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), InVision, Zeplin, Jira, Airtable, FullStory, Google Analytics, Hotjar.

Web: HTML, CSS, CMS (WordPress, Drupal)

Other: Mentorship, Branding, Agile Methodologies, facilitating and building Workshops, User Research, Usability Testing, Design Sprints, Accessibility

Experience

Lead User Interface Designer / SmartRent

2021 - Current, Scottsdale, AZ (Remote)

- Lead the strategy, design, and evolution of a unified, cross-platform design system, enhancing product consistency and development efficiency.
- Responsible for documentation, including component specs and annotations.
- Conducted Figma and design system workshops.
- Designed/Developed/Defined design token and variable structures (Size, Color, Shadows, Typography).
- Icon design.
- Created a design system contribution process.
- Designed and maintained content for the design system website.
- Collaborate closely with Frontend Engineers and Product Designers and UX Director on strategy and roadmap alignment.

Sr. UX/UI Designer / Antech Diagnostics

2019 - 2021, Carlsbad and Fountain Valley, California

- Led user-centric design for point-of-care products and managed the redesign of antechdiagnostics.com.
- Established and built Antech's first design system from the

ground up.

- Executed end-to-end product design, including research, user testing (quantitative/qualitative), mockups (low/high fidelity), and interactive prototyping.
- Managed the product redesign for antechdiagnostics.com
- Managed the product redesign for antechdiagnostics.com

UX/UI Designer / RevolutionParts

2015 - 2019, Phoenix, AZ

- Designed UX and UI for the company's e-commerce platform and client stores specializing in OEM car part catalogs.
- Created mockups, interactive prototypes.
- Logo Design
- Created digital assets, and performed web design tasks for the marketing website (HTML, CSS, CMS).
- Participated actively in agile design sprints.

Graphic Designer / IDEXX

2012 - 2015, Westbrook, Maine

- Performed UX/UI design and managed content for PetHealthNetwork.com, utilizing HTML, CSS, and CMS.
- Designed web graphics and marketing materials (web/print), ensuring brand conformity.
- Designed Infographics for social media and web.
- Directed the visual design for marketing campaigns.
- Assisted with conference planning efforts.

Education

BA, Media Studies / University of Southern Maine

2009 - 2012, Portland, Maine

Studied the history, theory, and societal impact of diverse media, learning to critically analyze messages/industries and developing strong media literacy.

Studied Communications and New Media / Southern Maine Community College

2001 - 2003, South Portland, Maine

Studied a blend of multimedia, technology, and arts, focusing on communication and storytelling. The program involved designing and creating content across diverse media outlets.