

J-J de Roover

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SUMMARY

- Value-driven UX Director with over 20 years of experience in team building, leadership, and development; change management; process design & optimization across health and social care, e-commerce, technology, financial services, and entertainment
- Dynamic, entrepreneurial leader, manager, and mentor building and nurturing collaborative teams
- Resourceful and creative problem solver with exemplary communication skills, effectively balancing highly technical background and sound business acumen

RELEVANT WORK EXPERIENCE

2022 – 2025: Unite Us, New York City, NY (<https://uniteus.com>)

Director, UX

- Defined UX Director role to lead and grow UX team and practice, including Research, Design, and Technical Communications sub-teams.
- Championed team growth from six (all direct reports) to 11 (7 direct reports) to support product portfolio growth from four to 11 product lines.
- Led UX team to revise workflows to help **10MM people** (2024), increase referral speed by **66%**, increase successful referrals by **32%**, reduce error-related drop-offs by **60%**, reduce customer onboarding by **50%**, reduce Engineering support tickets by **30%**.
- Directed platform UX improvements to secure **10 additional contracts** and increase revenue by **\$10MM**.
- Guided implementation of user analytics platform (Pendo), AI-driven UX research repository (Marvin).
- Broadened reach of UX team responsibilities to include web accessibility, user analytics, roadmap vetting, and support for local, state, and national sales efforts and national conferences
- Established UX processes, standards and best practices, including development of library-linked design system and AI tool evaluation and implementation to enhance operational efficiency, collaboration, and speed-to-market
- Owned accessibility for the entire company, including standards and education for Product and Engineering, roadmapping retrofit work, internal audits, external partnerships, liaison to Legal team, and operational SME
- Led innovation-driving initiatives and team activities for UX and Product
- Served as change agent to create and implement data-driven processes for Product team
- Proud member of company's DEI steering committee, Product team DEI working group, and executive sponsor of AAPI ERG. Conducted document and web presence reviews, advised recruitment and public relations activities, and created internal celebrations/acknowledgements raising awareness and cultural competency

2020 – 2021: CO-OP Financial Services, Des Moines, IA (<http://co-opfs.org>)

Senior Product Manager, Debit & Prepaid

- Drove Debit and Prepaid product roadmap and vision, fielded direct client requests, enhanced operational efficiency (**\$260+MM** annual revenue)
- Active member of CO-OP DEI committee, focused on organizational change and cultural competency. Wrote awareness articles, facilitated internal events and conversations
- Represented UX on Platform of the Future team, responsible for roadmapping overall future-state technological landscape and strategy for organization

2015 – 2020: *Connexus Credit Union, Wausau, WI* (<http://ConnexusCU.org>)

Director – Digital Strategy

- Led company in digital transformation. Increased Digital Banking user base by **400% over 5 years**
- Transformed Digital Banking channel from cost center to **\$1MM+** revenue generator
- Grew digital experience team from solo operation to six direct reports, hiring managers, analysts, designers, developers, and multimedia specialists and managing operational budget of over **\$1.2MM**.
- Led launch of over **100 Digital Banking features** increasing member value and operational efficiency, decreasing labor cost through launch of self-serve features, and opening new revenue stream via in-app loan origination
- Created Digital Banking and web technology roadmaps and vision for long-term technological landscape
- Managed key business partnerships to support digital strategy goals, and served as internal consultant across business units, assessing new and existing technical partnerships
- Selected as one of 16 participants from international candidate pool for Filene Research Institute's i3 team, a two-year, industry-leading innovation program

2011 – 2015: *Eastbay.com, Wausau, WI* (<http://www.eastbay.com>)

Supervisor – Web Development, E-Commerce Group

- Tripled team from 4 UX developers to 13 direct reports including UX designers/developers and usability analysts, building branded and co-branded web sites, microsites, and in-store experiences for Eastbay.com, Footlocker.com. Ladyfootlocker.com, Kidsfootlocker.com, Champssports.com, Footaction.com, CCS.com.
- Resolved multimillion-dollar legal exposure by ensuring accessibility across all web properties
- Implemented OKRs for front-end development team, resulting in elimination of front-end ticket backlog
- Led and coached IT and development teams through transformation from Waterfall to Agile
- Coached peer team managers in team growth, development, and management

SKILLS & ACTIVITIES

Leadership Skills: Team building; talent identification and development; empathy/emotional intelligence; culture creation; technical and creative problem solving; decision making; change management; mentorship; process optimization; team and individual skills analysis; career coaching; audience engagement and influencing; storytelling; writing/editing; public speaking for audiences of any size or background; vendor management

UX: Process mapping, workflow design, empathy mapping, prototyping and iteration, persona creation, A/B and multivariate testing methodologies, UX writing

Web: Standards-based web development; web usability; web & mobile accessibility; web architecture and security; web analytics; search engine optimization; version control; website internationalization/localization

Frameworks: Scrum; Kanban; product development lifecycle (PDLC); software development lifecycle (SDLC)

Patent: Design patent #D669285

Interests: Woodworking, travel, cooking, drawing, drums, motorcycling, bass guitar, automotive design

EDUCATION

Bachelor of Science, Industrial Design, *IIT – Institute of Design, Chicago, IL*

International Baccalaureate, *French-American International School, San Francisco, CA*

Nielsen/Norman Usability Week, *San Francisco, CA*

An Event Apart, *Seattle, WA & Chicago, IL*