

steve rokitka (rocketkar)

A full-stack product designer with usability experience, frontend coding skills, and a love of beautifully crafted user interfaces

EDUCATION

Code Fellows

Seattle, WA
Intermediate Software
Development
AUG - SEPT 2019

School of Visual Concepts

Seattle, WA
Typography
FEB - APRIL 2019

Cornell University

Ithaca, NY
Extramural Study
Web Development
2009-2010

Rochester Institute of Technology

Rochester, NY
Bachelor of Science
Professional & Technical
Communication
Minor in Creative Writing
MAY 2005

EXPERIENCE

Leafly product designer II

APRIL 2018 - JUNE 2019
Owned design for Leafly's
B2B products. Designed
a new menu management
system that positively
impacted data quality and
completeness. Created
and refined process
and mentored associate
product designers.

ShareBuilder Capital One ui/ux designer

JULY 2012 - JUNE 2013
UI/UX design for large
stock brokerage site.
Specialized in data
visualization and
dashboards for displaying
complex financial data as
well as marketing pages
for various financial
products.

Leafly product designer I

SEPT. 2017 - MARCH 2018
Ecommerce design in a
new and uncharted space.
Performed a complete
redesign of the menu
and checkout experience
resulting in substantially
increased interactions.
Created the company's
first pattern library.

Design Commission designer & front-end developer

FEB. 2012 - MAY 2012
Designed and built
websites and applications
at a busy Seattle agency,
focusing primarily
on design and front-
end development
for marketing sites,
dashboards and custom
CMS deployments.

Bitcount ui/ux lead

JULY 2013 - AUG. 2016
Owned UI/UX at a mobile
app startup focused on
the music space. Designed,
released and supported
multiple apps including
the app store's top-selling
instrument tuner of all
time - 1.3 million copies
on iOS and Android.

Cornell University designer/developer/ UX researcher

JAN. 2007 - DEC. 2011
Designed and built
websites and applications
and conducted usability
research, testing and
training for Library,
Architecture Art &
Planning and Humanities
Communication
departments.

PRIMARY TOOLSET

- Photoshop, Illustrator
& InDesign
- Sketch
- Zeplin & InVision
- HTML/CSS/SCSS
- ES6 Javascript, jQuery
- Visual Studio Code
- Git
- Xmind, Omnigraffle

ALSO EXPERIENCED WITH

- Interviewing
- Running user tests
- Framer
- Node.js

CRAZY ABOUT

- Good listening
- Designing with empathy
- Making and validating
decisions through
research