steve rokitka (rocketkar)

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A Seattle designer with usability experience, copywriting and front-end skills, and a passion for beautifully functional tools and interfaces.

EDUCATION

Cornell University
Ithaca, NY
Extramural Study
2009-2011
Web Development

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

EXPERIENCE

Leafly
ui/ux designer
SEPT. 2017 - PRESENT
Ecommerce design in a new and uncharted space. Major projects include complete redesign of the menu experience based on customer feedback and quick iteration to take advantage of a rapidly evolving legal and cultural landscape.

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.

Funko
senior associate (via Revel Consulting)
FEB. - JULY 2017
Web and mobile app design including Funko's first ecommerce experience. Extensive R&D around retail gamification, shared collecting and location-aware shopping.

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 and brand design 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 sold on iOS and Android)

Cornell University
designer/developer/researcher
JAN. 2007 - DEC. 2011
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, Axure, Zeplin & InVision
• HTML/CSS/SCSS
• Usability testing, UX research & interviewing

ALSO EXPERIENCED WITH

• Google Analytics
• Basic Javascript/jQuery
• Git/SVN
• Jekyll, Wordpress, Drupal & Shopify

CRAZY ABOUT

• Helping teams work together
• Good communication
• Designing with empathy
• Proving myself wrong by testing and testing again