

VINCENT AU

Product & Experience Strategy, Design, and Leadership

INFO



Windham ME



917-862-6566



vincentau.ny@gmail.com



www.vincent-au.com

(pw: foxesandsparrows)

SKILLS + EXPERTISE

MANAGEMENT

- Mentorship and Career Guidance
- Performance Evaluation
- Process & Workflow Definition
- Team and Project Leadership

STRATEGY & DISCOVERY

- Requirements Gathering and Definition
- Product Definition & Roadmapping
- Contextual Inquiries
- Survey & Workshop Design
- Persona & Journey Creation
- Ecosystem Analysis & Definition

INFORMATION ARCHITECTURE

- Sitemaps, Application Maps, Functional Maps
- User & Process Flows
- Content Taxonomies

PROFILE

I am a Product and UX leader with 15+ years of experience delivering experiences across a variety of mediums and for a multitude of audiences. I lead teams in a holistic manner, working across disciplines to ensure alignment in focus. My goal is to help teams deliver the best work possible in a given scenario, while cultivating a culture of growth, kindness, and positivity.

EXPERIENCE

Director—Product Design & UX

handsome/Raw Materials / 2021 - 2024

A member of the extended leadership team at a company level, I led the UX, product design, and strategy team for the company's largest client. We followed a staff augmentation model, owning those work tracks for Peddle.

- Revived stalled redesign of their primary web application—identified and addressed issues leading to paused work, driving team to launch.
- Acted as internal product owner/SME and UX Lead: owned initial documentation of requirements and interaction notes, ensuring team had a quick resource for any questions.
- Briefed team into all UX-related activities—design, copy, and UX research/strategy—and assigned them based on priority.
- Managed and mentored team, conducting 1:1 sessions to discuss goals, issues, and growth.

Client Highlights:

- Launched Peddle's Seller application with an average of 26% faster completion and an increase from 11.55% to 17.42% in the first quarter.
- Drove growth, adding 4 additional designers to the team to accommodate increased client workload and responsibilities.

SVP, Experience Strategy & Design

Rokkan/Razorfish / 2014 - 2021

I oversaw the User Experience practice at Rokkan. My role was a mix of departmental management and hands-on project leadership. In 2020, Rokkan was merged into Razorfish. I continued my responsibilities to legacy Rokkan team members and clients and joined the Razorfish UX Leadership team.

- Instituted and continually optimized prototyping, design, and discovery process and toolkit, increasing efficiency and reducing average project time by 20%.
- Developed career development framework for UX department to

IDEATION, DESIGN,

- Concept Generation & Definition
- Workshop Design & Moderation
- Storyboarding
- Wireframing
- Rapid & Paper Prototyping
- Copy Direction & Editing
- Design Direction

TESTING

- Usability Test Design
- Usability Test Moderation
- Test Report Generation

EDUCATION

Master of Information & Library Science

Pratt Institute

Bachelor of Arts, Journalism

New York University

EXPERIENCE (CONT'D)

facilitate career growth and complement our 1:1 and team-wide chats.

- Defined rapid testing methods for designs, allowing teams to integrate research into engagements with limited budget and time.
- Determined staffing & timing needed for all UX-related projects, working with PMs to define scope and deliverables.

Client Highlights:

- Led redesign of Intuit Quickbooks' customer support center, including a new content strategy and rewriting of help articles—managed lead content strategist, team of writers, and UX & visual design. The project aimed to decrease calls to support center costing \$25mm/year.
- Managed continuous optimization for American Express (consumer) Travel portal. Since launch, annual revenue increased from \$800mm to \$3bn+.

Senior Manager—User Experience

Isobar / 2012 - 2014

In this role, I helped lead specific engagements, working cross-functionally and leading UX research and design—often working on-site at client offices.

- Acted as lead UX resource on assigned clients and projects, working hands-on while overseeing junior team members and their work.
- Originally hired as Senior Consultant, I was promoted within a year of my start date.
- Determined project, product, and user requirements via client briefs, stakeholder interviews, business goals, and on-site research.
- Led and oversaw creation of UX deliverables for client reviews, including feature lists, userflows, sitemaps, wireframes, and content matrices.

Client Highlights:

- Worked with nascent technology and design team at HBO to define and design the HBO GO application for a then-unreleased console.
- Worked with Royal Bank of Canada, conducting weeks of research across multiple branches within three different provinces, to provide recommendations for software consolidation for Investment Advisors.

UX Director

Rokkan / 2007 - 2012 (includes promotions)

I began my UX career at Rokkan, starting as an intern and progressing to leading client engagements and co-running the department.

- Grew UX practice from only 2 to 11 full-time members—managing entire team.

Client Highlights:

- Worked with Microsoft to create an online portal for education reform activists and researchers—winning 2011 Webby for Activism
- Led redesign and replatform of American Express Travel—serving as sole UX designer and agency-side product manager—creating and defining all flows, user requirements, and wireframes.