

# EVAN SAMEK

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## SUMMARY

An award-winning Product Design Leader, driven to solve complex problems with creative collaboration and leadership, recognized for innovative thinking in product design with emerging technologies. Known for empathy and decisiveness, effortlessly flexible in context switching to meet team needs, swiftly creating something from nothing, clear storytelling, and serving as a trusted partner from the C-Suite to engineering, product, and go-to-market teams.

## SKILLS

**Leadership & Management:** Vision and Inspiration, Cross Team Collaboration, Leadership Coaching, Mentoring, Conflict Resolution, Strategy, Hiring, Management, People Development, Communications, Best Practices Development, Presentations

**UX Design:** UX/UI Design, Interaction Design, Information Architecture, Design Thinking, Data Visualization, Wire-framing, Prototyping, User Research, Usability & User Testing, Design Systems, Behavior Change Design, Data-Driven Design, Figma, Sketch, Adobe CS, WCAG (Accessibility), Systems Design, Service Design,

**Product:** Product Management, Product Development Processes, Agile Methodologies, Roadmapping, Prioritization, Iterative Planning, Product Analytics, Product Innovation

**Engineering:** JavaScript, React, Node.js, CSS, HTML, AWS, GCP, Azure, Angular, AI, Data Analytics, ChatGPT

## EXPERIENCE

**Rapid7**, Arlington, VA

### Principal UX Designer - Cloud Security

03/2023 - 08/2023

Promoted by leadership to be the first Principal UX Designer at Rapid7. Tasked with bringing cloud security capabilities and new solutions to all non-cloud products within Rapid7's platform.

- ▶ Mentored with over 85 UX Designers across Rapid7 in cloud technology & security basics.
- ▶ Led all discovery and lean design efforts for a brand new cloud detection and response solution.
- ▶ Kicked off AI/Machine Learning projects for generative content for attack path analysis and misconfiguration detections.
- ▶ Directed a cross-functional team of engineers and designers to create, implement, and iteratively evolve a new, modern design system for Rapid7.

### Senior Manager, User Experience - Cloud Security

04/2020 - 03/2023

Led and hired the international user experience design team for the Cloud Security practice within Rapid7. Responsible for the full product design strategy for the complex cloud security product "InsightCloudSec".

- ▶ Hired & managed 4 UX Design team direct reports across the US, Ireland, and Israel.
- ▶ Created the foundational experience design for 5 critical 2022-2023 net new features for InsightCloudSec, increasing POC confidence for sales teams and retention of ~160 enterprise customers.
- ▶ Mentored 5 Product Managers, 30+ Engineers team of to adopt agile Human Centered Design best practices resulting in more consistent and engaging experiences across a ~150+ prod-dev organization.
- ▶ Developed strategy to adopt and grow Rapid7's internal design system for InsightCloudSec, increasing cross-company collaboration by 100%+.

## **DivvyCloud**, Arlington, VA (Acquired by Rapid7)

### **Manager, UX**

01/2020 - 04/2020

Promoted to officially hire and build out the processes of the user experience team. Responsible for integrating user experience best practices across the product-development organization.

- ▶ Increased UX & front-end engineering implementation speed by 300% implementing the first design system.
- ▶ Led Product Managers, Engineers, and a team of 2 UX Designers to rapidly design, build, and ship key features that resulted in a \$145m acquisition by Rapid7.
- ▶ Hired & managed a team of 2 UX Designers and 1 UI Designer.
- ▶ Developed the first product analytics strategy and OKRs.

### **Senior UX Architect & Product Management Advisor**

07/2019 - 01/2020

Brought on board by the founders of DivvyCloud to infuse user experience and product management practices into a successful engineering team. Hired the first product manager.

- ▶ Created the Product Management and the UX Design Organization from scratch.
- ▶ Designed using lean UX Design practices for complex features for infrastructure-as-code and identity access management security that led to retaining key Fortune 100 contracts, such as Fannie Mae and Fidelity.

## **Capital One**, McLean, VA

### **Senior Product Manager & UX Design Lead**

10/2018 - 06/2019

Promoted to Senior Product Manager after 5 months as UX Design Lead based on product management background and familiarity directing engineering teams. Collaborated and partnered with an engineering team of ~7 UI, Backend, & QA Engineers.

## **Fugue, Inc.**, Washington, DC (Acquired by Snyk)

### **Director of User Experience & Product Management**

02/2016 - 03/2018

Promoted and responsible for the entire user experience strategy and direction of all of Fugue's products after hiring a VP of Product to take over most product management responsibilities.

- ▶ Led all user experience efforts across 3 distinct products, directing a team of 2 Designers and 2 Engineers.
- ▶ Collaboratively designed a one-of-a-kind data visualization design language for cloud infrastructure, a key component of Fugue's acquisition by Snyk.
- ▶ Led all Product Management processes using Agile for an initial team of ~20 Engineers & 2 Designers.

### **Senior UX Architect**

08/2015 - 02/2016

First UX Design hire at Fugue to bring human centered design practices and user experience processes to an engineering-first company. Designed style guide for Fugue's CLI, the main interface at the time.

## **HelloWallet**, Washington, DC (Acquired by Morningstar)

### **Director of User Experience**

06/2014 - 05/2015

Led HelloWallet's user experience strategy across all products, in addition to hiring and managing a diverse UX Team. Worked with behavioral scientists to implement behavior change experiences resulting in better financial outcomes for our users.

- ▶ Grew & managed the UX team from 1 to a 5 person team including a 1 UX Manager, 3 UX Designers and a 1 UX Researcher.
- ▶ The HelloWallet UX Team was recognized as an essential asset for Morningstar's acquisition of HelloWallet in 2014 for ~\$50M (HelloWallet was sold to KeyBank in 2017).
- ▶ Core product won the 2013 Webby Award for best UI/UX of any financial technology product.
- ▶ Created original design for a retirement planning app that is was in use by major financial institutions, winning Finovate's 2015 Best in Show.
- ▶ Created a Google Glass HelloWallet app (augmented reality), led to Google becoming customer.

### **Lead User Experience Designer & Engineer**

12/2012 - 06/2014

Responsible for creating the core experiences and front end engineering for 3 web apps, 1 iPad App, and a mobile app for both iOS and Android. Developed the first design system for HelloWallet (Dollar DS).

### **Lead Designer & UI/UX Developer**

07/2010 - 12/2012

## **EDUCATION**

University of Maryland, College Park – BA, Philosophy, 2009

## **LICENSES & CERTIFICATIONS**

Certified Scrum Master – ScrumMaster Alliance

Certified AWS Cloud Practitioner

Member of Interaction Design Foundation

## **AWARDS**

2015 Best in Show - HelloWallet Retirement Explorer, Finovate Fall 2015

2013 Financial Services/Banking Webby Award - HelloWallet