

# ROSE PRINCE

## Product Design, Senior Manager

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Trusted and inspiring leader, trainer, and UX designer for 10+ years. Strategic thinker producing creative solutions that are fresh, savvy, and actionable. Applies design thinking and accessibility best-practices to improve customer experiences and departmental performance. Dedicated to continually evaluating and updating skills. Adept at managing all stages of the design process, both independently and through focused and positive cross-functional collaboration, aligning to a product roadmap. Excellent interpersonal skills and openness to feedback, and ability to drive deep partnerships with a diverse group of clients and coworkers.

### SKILLS AND EXPERTISE

- Digital Products
- UI & UX Design
- Design Systems
- Usability Testing
- Prototyping
- Photography
- Corporate Advertising
- Figma
- HTML & CSS
- Adobe Creative Suite
- Microsoft Office Suite
- SharePoint
- Azure Dev Ops
- Power Automate
- Mentoring & Coaching
- Corporate Training
- Team Development
- Team Leadership
- Project Management
- Lean Six Sigma: Yellow Belt

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### PROFESSIONAL EXPERIENCE

#### GEICO

Chevy Chase, MD

**Product Design Manager, Sr.**

**April 2023 – present**

**Design System Manager**

**June 2022 – March 2023**

**Product Design Manager**

**December 2020 – May 2022**

Accomplished, customer advocate, and results oriented Sr. Manager of Product Design leading a team of UX/UI designers through human-centered design methods leveraging customer feedback and data science. Translates complex ideas into understandable concepts that evolve and enhance the product experience. Manage through shifting priorities to provide clear direction and input on product prioritization and support early product definition. Drives end-to-end product design by framing problems, designing insights, and applying new methodologies/practices to serve user needs. Effective communication and storytelling skills. Familiarity with working in and managing an established design system.

**Key Accomplishments:**

- Leads an in-house team of up to 8 (designers, researchers, interns, and writers) supporting GEICO's top sales initiatives.
- Worked with & maintained relationships with external vendors.
- Facilitated a 6-week design sprint, at the request of the Tech AVP, to improve the customer-facing sales experience. Included internal and external designers. Successfully led the teams through an aggressive design plan with clear communication of project goals, milestones, and results. This led to the introduction of a patent-pending feature and a design system upgrade.
- Created a new design system role on the team which eventually led to the establishment of a dedicated Design Systems team. While leading the new team, closely collaborated with developers to upgrade the design system. Established a design and development workflow for quick implementation utilizing Power Automate to gain efficiency. Created a contribution model. Introduced dark mode. Renamed the upgraded system – Hue.
- Member of the Design Review Board: Approved designs from all teams ensuring correct use of the design system components, consistent user experiences, and appropriate brand adherence.
- Briefly managed the design and content for GEICO's Mobile Message Center. During that time, our contributions led to success that surpassed expectations and led to the re-evaluation of our vendor's past contributions.
  - Up-sold Mechanical Breakdown Insurance - sold 1,200+ new MBI policy additions, netting 73K+ for GEICO in just the first week. (beyond expectations)
  - Up-sold Emergency Roadside Service - translated into over 10,000 new ERS policies added. (continued success with content which lead to re-evaluation)
- Organized a Design Winter Summit for the division - a team-led training event when designers and leaders volunteered to share/teach a design related topic.
- Transitioned the Design teams away from InVision/Abstract/Sketch to Figma. The toolset migration saved \$8,000 annually and increased workflow efficiently.
- Led and onboarded a team of rotating designers to help create an in-house insurance product management application. With aggressive deadlines and complex topics, we closely collaborated with product managers, actuaries, engineers, and senior management to create the first GEICO-proprietary application of its kind that will improve speed to market and pricing accuracy.

***Sr. II UI Designer (Lead UX Designer)***

***May 2019 - November 2020***

***Key Accomplishments:***

- Contributed several new components and styles to the GEICO design system to modernize and improve customers' experiences. Examples of components included a button toggle, simplified & flexible tabs, scannable payment plan cards, an apple-like sheet modal for mobile experiences, and selectable image card form control.
  - The sheet modal component is now a standard across applications and provides a better mobile user experience for displaying information in a less disruptive way.
  - The selectable image cards are engaging and simplify the decision of more complex questions like selecting a roof type or construction type. While they were designed to improve the mobile experience, they also improved desktop performance. Based on the experiment results, the image cards resulted in a 1.9% lift in Quote Stage II completion and a .9% lift in Online Conversion for desktop. Mobile only Online Conversion was lifted 14.7%.
- Increased GEICO's online self-service rate and reduced mobile service phone calls by redesigning the Contact Us page experience. Using data and user research, we pointed users to a self-service

channel of their preference tailored to their device. An A/B experiment proved with confidence an increased self-service rate of 20% and a 30% reduction in mobile phone calls. The experiment proved confident in just a few days, much earlier than initially expected. The design was pushed 100% and became an example prototype in GEICO's design system.

- Redesigned the GEICO Field Representative locator page to include a Spanish call-out and improved user experience across devices. An A/B experiment proved confident showing a 99% chance of overall improvement  $\geq 15\%$  in search starts. The design was pushed 100% and used for other similar page experiences (vehicle inspection and local gas price).
- Mentored a design intern through a rebrand of GEICO's eMagazine, GEICO Living. From low-fidelity wireframes to high-fidelity prototype.
- Created a SharePoint Design Style Guide for the design teams to create consistent experiences.

***Marketing Design Manager***

***August 2018 – April 2019***

***Marketing Design Supervisor***

***November 2017 – July 2018***

***Key Accomplishments:***

- Led an in-house team of 15 – supervisors, designers, writers, and traffic coordinator.
- Oversaw print, digital, and email advertising campaigns. Developed business objectives, team budget, staffing needs, and creative guidelines that aligned with marketing strategies.
- Consistently rated an average of 4.2 out of 5 by directors, peers, and direct reports in an anonymous feedback survey provided annually.
- Facilitated departmental training on *Discussing Design*, a how-to-guide on providing effective, goal-oriented critique to improve designer-marketer collaboration.
- Created a pre-management training curriculum for associates desiring to move into management. This training provided lessons in communication and interpersonal skills, time-management, learning styles, etc.
- Initiated the IT development of a Disclaimer Builder tool used within marketing specific landing pages to improve the workflow of disclaimer updates over time, both teams gained efficiency in speed to market.
- Originated the development of a low-code Email Builder tool, used by designers, to develop emails from previously tested code snippets. This tool improved productivity and testing efficiency.
- Organized a quarterly retrospective meeting between the Marketing Creative team and the Tech team to review recent test results and apply learnings to future projects creating effective designs.
- Managed company brand guidelines and a partial rebrand to help standardize logos across various products, locations, and departments.

***Marketing Interactive Designer***

***February 2012 – October 2017***

***Key Accomplishments:***

- Designed and developed digital campaigns for display and search advertising, including accompanying landing pages.
- Collaborated with designers, developers, and copywriters to produce national advertising campaigns published in print spaces, such as Fortune, Times, and Car & Driver magazines, and displayed on digital spaces, including Amazon, Yahoo, YouTube, and Facebook.
- Collaborated with the IT department to overhaul landing page development process. Learned to

code to further reduce development time and speed the QC process. Resulted in a streamlined process with less time needed for QC and revisions.

- Facilitated the transition of all animated banners from ActionScript to HTML. Utilizing Google Web Designer, established a process for all designers, regardless of skills, to create new banners quickly.
- Created a sliced Photoshop template for designers to initially build all ad sizes needed within a single file and use one “save-as” action to efficiently produce all static assets at one time.
- Reduced production costs by 1/3 photographing images for national and local advertising campaigns.

***Marketing Project Manager***

***January 2011 to January 2012***

***Key Accomplishments:***

- Fairly and effectively delegated work across a team of designers and copywriters.
- Created and managed a project management intake SharePoint site. Significantly reduced time defining and management hours by automating the process. Freed up 50% of my day.
- Facilitated team expansion by learning to code, refining design skills, and photographing.

***Insurance Service Trainer***

***January 2010 – December 2011***

***Insurance Service Agent***

***January 2008 – December 2009***

***Key Accomplishments:***

- Completed a Trainer Preparation Program and provided training focused on adult learners in the workplace, courses included Colors, Learning Styles, Presentation Skills, Handling Difficult Conversations, Coaching Across Generations, etc.

**Bella Pictures Freelance Wedding Photographer**

DMV area; 2008 – 2012

**The Picture People Assistant Manager**

Newport News, VA; 2006 – 2008

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**EDUCATION AND TRAINING**

**BFA**, Fine Art: Photography & Marketing, Old Dominion University, Norfolk, VA (2007)

**Certification in Photography**, Hallmark Institute of Photography, Turner Falls, MA (2006)

**Completed Courses:** Statistics, Finance, Accounting I, Accounting II, Economics, UMGC, MD (2014-2021)

**NN/g Courses:** Customer Journey Management (2024)