BOB RICCA

CONTACT

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10+ YEARS BUILDING DIGITAL EXPERIENCES

Senior Product Owner   2014 - Current
ThreatQuotient

In 2014, I left my comfortable job at AWeber and I joined a cyber security start up named ThreatQuotient. At this point I' had a decent amount of product design experience under my belt. As their **5th team member and first designer** I knew it was an amazing oppurtunity. Since then we've raised over **$30 million in funding,** I've made tons of life long friendships and we continue to push the boundaries in cyber security every day. Similar to any start up, my role within ThreatQuotient has evolved over time.

Adjunct Professor (sidejob)   2013 - 2014
Philadelphia University

In 2013, I taught two different classes at Philadelphia University - **Digital Experience Design** and **Introduction to Front End Development.** Teaching was a blast and it forced me to really learn and fine tune how I talk about each topic. For the Experience Design class, I developed the circiculum around improving a Saas product (voted on by the class). By the end of the semester, I had each student conducting research, thinking through interaction design, validating their ideas with prototypes, and coding out a rough version of the final result. Then we had a big demo day for the project "stakeholders" where each team demoed their portion of the product and talks through design decisions made.

UX Designer   2008 - 2014
AWeber Communications

I started out at AWeber as a UI designer, then transitioned to UX Designer. My day to day involved things like conducting user research, conceptualizing new features, designing UI, building prototypes to validate ideas, and working with a scrum team to implement them.

SKILLS I'VE PICKED UP OVER THE YEARS

CSPO / SCRUM Certified
With a proven track record as the Senior Product Owner, I've led 3 scrum teams simultaneously to design and deliver against aggressive deadlines.

Competitive Analysis
Although I'm not an advocate for blindly following competition, it's important to understand their products and offerings.

Design Chops
With a background in interface design, I have a track record of designing and shipping multiple successful products over the years.
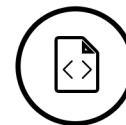
Requirements Gathering
One of my biggest strengths is working with stakeholders and scrum teams to clearly outline and communicate the path forward.

Customer Journey Maps
I've worked with a team to map out why / how a customer uses our product to better understand their motivations / expectations.
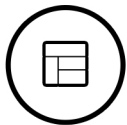
Development Chops
I'm proficient enough in HTML/CSS/Javascript to build prototypes when a solution is not cookie-cutter and standard prototyping software falls short.
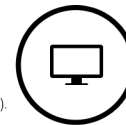
Benchmarking / Usage Analysis
I've used analytics to track feature adoption and engagement to help determine if the solution implemented actually solved the problem.

IxDA & Wireframing
I'm an advocate for whiteboarding and wireframing the basics before jumping any type of high fidelity design (yes, even with the fun tools available today!).

Heuristics & Best Practices
No need to reinvent the wheel. I'm an advocate of learning from others who have worked in similar problem spaces.

User Research / Analysis
I've personally led and have been part of customer studies that were used to inform product design decisions.

Prototyping / Iterative Design
I've seen teams be successful when including customer feedback early through testing, exploring and interating on a design through a prototype.

Persona Creation
Persona's can be eye-rollingly bad. I've worked with a team to develop quality personas that were *ACTUALLY* adopted by the engineering team.

UX Workshops / Design Sprints
I've worked with large groups to use things like the KJ method or Google design sprints to align stakeholders and determine a path forward.

Usability Testing
I've conducted remote and in person usability tests using software like GoToMeeting, Google Hangouts, etc.

Recruiting & Surveys
I've conducted a variety of surveys to supplement qualitative data in order to confirm we are making the right decisions.