

# Bob Ricca

PRODUCT / UX LEADERSHIP

## I ❤️ WORKING ON TOUGH PROBLEMS WITH SMART PEOPLE

With almost 20 years experience bringing products to market, I've learned that success hinges on a deep grasp of customer needs and places user experience at the forefront as a key differentiator. I strive to create and foster a work environment where teams have the freedom to shine, transparency is paramount, and continuous learning is the norm. This approach not only leads to solving the right problems, but creates products that customers love.

## WORK EXPERIENCE



### ThreatQuotient

9+ years

#### Senior Director, Product Design

Feb 2023 to Current

#### Director, Product Design

May 2020 to Feb 2023

- Define and communicate short and long-term design strategies to support evolving product vision, regularly demonstrating tangible improvements
- Partner with Product and Engineering to set strategic direction
- Enable my team to design innovative solutions through mentorship, insights, and growth opportunities
- Continuously refine our processes to better enable cross team collaboration across every stage of the product lifecycle

#### Manager, Product Design

Feb 2019 to May 2020

- Established a small cross functional team of Product Owners / UX Designers
- Established design priorities to support our product vision
- Standardized our product design processes
- Rolled out a multi-product design system
- Became the voice of UX and Product Design in the company

#### Senior Product Manager

Aug 2016 to Feb 2019

- Helped establish our first product roadmap and regular product planning rituals
- Acted as Product Owner for 3 scrum teams, one of which is internationally based
- CSPO certified via Agile Alliance program
- Continued to lead UX Research and Product Design efforts
- Outlined the requirements to hire our company's second UX Designer

#### Senior UX Designer - 5th employee / seed round

Nov 2014 to Aug 2016

- Led UX Research, Testing, and Product Management and Design efforts
- Redesigned our early vision product from the ground up, which now serves as the foundation for the entire company
- Established design as a voice within the company
- Helped established agile processes within the engineering department

## LET'S TALK

267-250-5408

bobricca@gmail.com

## LEADERSHIP EXPERIENCE

Career Mentorship & Growth

Role Creation, Recruiting, and Hiring

Off Sites & Team Culture

Agile Development Experience

Product Strategy & Roadmapping

UX Strategy

Cross Functional Planning & Collaboration

Scalable Design Processes

Establishing Design Systems

Facilitating Design Sprints

Information Architecture

## UX SKILLS

User Discovery

Prototyping & Usability Testing

Persona Creation

Customer Journey Maps

Benchmark Analysis

Competitive Analysis

## PORTFOLIO & WRITING

[www.bobricca.com](http://www.bobricca.com)

[www.medium.com/@thebobbytbc](https://www.medium.com/@thebobbytbc)

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## WORK EXPERIENCE (cont.)



**AWeber**

6 years, 7 months

### UX Designer May 2013 to Nov 2014

- Supporting multiple scrum teams as a dedicated design resource
- Conducting user discovery, interaction design, prototyping, and usability testing
- Facilitating design workshops - Design Sprints before they were Design Sprints ;)
- Designing innovative new features based on data analysis (qualitative and quantitative)
- Optimizing the user experience across all touch points (desktop / mobile / native app)
- Guiding others to make better design decisions and follow usability best practices

### Senior Designer / Front End Developer May 2008 - Nov 2014

- Create end to end experiences for features within AWeber platforms
- Manage and maintain all HTML / CSS (SASS/LESS) code across various platforms
- Designed and implemented front end for internal customer support tools
- Review and optimized the platform for performance / render time
- Maintain brand consistency across platform and marketing materials
- Collaborate with Creative Director, CMO, CEO to create design deliverables
- Coach junior designers and facilitate design critiques



**OPG Global, UI Designer** Oct 2007 - May 2008



**CheapTrips, Inc., UI Designer** Mar 2007 - Oct 2008



**VillainArts.com, Web Designer / Developer** Oct 2005 - Mar 2007

## DESIGN COACHING / MENTORING EXPERIENCE



**UX / Product Design Mentor, Designlab** Jun 2019 - Current

I've provided **design mentorship and career coaching for over 100 UX designers** through DesignLab's UX Academy, Interaction Design, UX Strategy & Research, and Career Services courses.

I've **helped many navigate the interview process**, ultimately landing roles in UX or Product Design at **companies like Epic Games, Rocket Mortgage, McDonalds, Paypal, Equinox Fitness, Amtrak, etc.**



**Adjunct Professor, Philadelphia University** Aug 2013 - Aug 2015

I **developed the curriculum and taught** graduate level **Digital Experience Design** and **Introduction to Coding (HTML / CSS / Javascript)** classes for multiple semesters.

## SOFTWARE

Figma

Sketch

Adobe XD

Creative Suite

Abstract

Zeplin

Jira

Confluence

Smartsheets

Aha!

Pendo

Salesforce