



G. Lucas Roe  
User Experience Designer

## Education:

5/2013 B.S. Art & Design (Graphic Design Concentration)  
Towson University, Towson MD

## Experience:

- 9/2021–present Product Design Lead (Product Designer IV)  
Vertex Inc. — King of Prussia, PA
- Product design lead over two value streams, Data & Insights and Compliance & Returns representing \$30m dollars in ARR.
  - Primary designer on Returns product modernization, merging a 25 year old legacy application with a modern web-based product suite.
- 6/2018–9/2021 Sr. Manager, User Experience Design, AVP (Design Lead)  
T. Rowe Price — Owings Mills, MD
- Design lead for two product design teams of designers and content strategists, responsible for 6 products for Retirement Plan Services' B2B and B2C audiences.
  - Direct manager of a small team of designers and a content strategist.
  - Core member of TRP's first agile marketing team, developing novel methods of crafting effective messaging while reducing creative delivery from 3 months to 1 week.
- 8/2016–6/2018 User Experience Designer  
Fastspot — Baltimore, MD
- UX discovery, consultation, and strategy utilizing user research methodologies, workshop facilitation, competitive analysis, and content audits for 14 clients.
  - Developed new deliverables and processes for functional requirements, client feedback, information architecture, content audits, and creative briefs.
- 7/2015–8/2016 Lead User Experience Designer  
ACGI Software — Columbia, MD
- Shepherded product through major version release with heuristics, user testing, interactive design, and client training.
  - Product focused UX practice emphasizing standards, styleguides, and usability.
- 12/2014–7/2015 User Experience Designer  
no.inc — Woodberry, MD
- Product design for 5 products, from research and strategy through interactive prototyping.
  - Accessibility and usability design, targeting WCAG 2.0.
- 7/2013–12/2014 Junior UX Designer  
r2integrated — Baltimore, MD
- 1/2012–7/2013 Web Producer (Front-End Developer)  
Calvert Education Services — Hunt Valley, MD

## Community Experience:

- Co Organizer — Baltimore UX Meetup (2016–2020)
- Moderator — Designer Hangout Slack (2015–present)

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