

MARTY HOSCH

Rochester Hills, MI

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User Experience / Creative Direction / Strategy

Accomplished professional with extensive experience leading end-to-end interactive design endeavors.

Strong history of developing, refining, and executing creative user-centered projects, including user experience and user interface to enhance usability and retain clientele. Stellar record of streamlining operations to improve overall efficiency and productivity by introducing and orchestrating process-improvement measures. Demonstrated ability to establish, monitor, and analyze performance metrics and KPIs to provide feedback and make necessary adjustments. Proven ability to improve overall profitability by closing sales and reducing overheads.

Highlights of Expertise

- Mentoring
- User Experience / Lean UX
- Design Thinking / Design Sprints
- Prototyping & Wireframes
- User-Centered Design
- Interaction Design
- Creative Direction
- Usability Testing
- User Research
- Information Architecture
- User Interface Design
- Motion Graphics/Animations

Career Experience

Quicken Loans, Detroit, MI

Senior UX contributor on high profile Rocket Mortgage products and internal Team Member experiences. Focused on building relationships and trust with business stakeholders and engineering partners in an effort to build a reputation for the UX team as the go to resource for understanding user behavior and creating world-class experiences.

SR. UX STRATEGIST

2019 – Present

Cross-functional strategists moving effortlessly between discovery, interviews, architecture and design. Played instrumental roles in generating exceptional experiences for users going through default on their mortgage, for Team Members working through their day and prospective new hires.

- Developed an understanding of the emotional state of clients going through default on their mortgage, recommending UX and process changes to meet their needs and build trust.
- Provided demonstratable value to three separate development trains for Our House (Salesforce), firmly creating a seat at the table for UX to lead and contribute to how Team Members get work done.
- Thought leader in creating UX Strategy as a discipline within the organization, mentoring other UX professionals including interns, UX Strategists and UX Designers.

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Daniel Brian Advertising, Rochester, MI

Spearheaded full-scope creative functions, including interactive and digital projects across the entire lifecycle, from ideation and brainstorming through code development, quality assurance testing and launch, while driving \$1.2M+ in revenue.

SR. CREATIVE TECHNOLOGIST

2017 – 2019

Steered development of detailed and engaging user interface designs, while ensuring adherence with clients' requirements and needs. Trained and educated creative teams on career development, and managed design-thinking sessions focusing on collaboration and rapid idea generation. Fostered and refined user-focused culture and practices, including user-centered design, user research, and Lean UX Digital.

- Decreased costs by 15% per project by efficient estimation, and negotiation, and repertoire-building with external development partners.
- Developed junior staff's understanding of the design process and UX fundamentals, while guiding individuals to multiple promotions.
- Devised optimized sales pitches for UX/UI projects, as well as participating in sales meetings to close hundreds of thousands of dollars in new projects.

Daniel Brian Advertising, Rochester, MI

Supervised end-to-end operations of website and mobile application projects, and engineered interactive as a critical profit center for the agency, generating approximately \$1million in revenue.

CREATIVE DIRECTOR

2010 – 2017

Established and monitored business plans, goals, and KPIs while identifying prospective clients and selling interactive projects to existing ones by leveraging exceptional liaison and interpersonal skills. Trained and educated personnel on workflow management, UX principles and design software to maximize productivity, and managed teams of UX designers, UI designers, and developers. Coordinated with external development resources to build lasting professional relationships. Handled workflow prioritization, documentation, budgeting, and timelines to facilitate seamless goal completion.

- Created complete e-commerce UX and UI design well within time and budgetary constraints by designing and organizing 5-day design sprints to align teams toward set objectives.
- Won DBA employee of the year award for exceeding responsibilities and expected targets.
- Headed UX and design teams in the creation of organ transplant referral app resulting in a 200% increase in online referrals, generating over \$2.5 million in revenue for the health system.
- Designed a recruitment site for post-baccalaureate education that exceeded lead generation goals by 125%.

Daniel Brian Advertising, Rochester, MI

Orchestrated formulation and implementation of UX design principles within the agency as a senior influencer in interactive design.

SR. INTERACTIVE ART DIRECTOR / FRONT-END DEVELOPER / ANIMATOR

2007 – 2010

Managed all website and digital projects as lead art director, UX designer, and developer. Drove online and commercial productions centered around 3D animation, visualization, illustration, and motion graphics.

- Conducted real-time financial reporting and giving account executives instant access to billing information, saving 60+ monthly staff-hours.
- Led full-scope documentation of workflow processes for three departments.
- Ensured efficient deployment of 3 operational systems, including financial and work management, training staff, and maintaining systems.

ADDITIONAL EXPERIENCE

3D Animator, Sr. Art Director, Flash Developer – Learn HealthSci, San Diego, CA
Art Director, Animator, Graphic Designer, Front-End Developer – Westerberg Design, St. Paul, MN

Education & Credentials

Bachelor of Arts in art & graphic design
The University of Northern Iowa, Cedar Falls, IA

Technical Proficiencies

Adobe XD, Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Flash (Animate), InVision, HTML5, CSS3, JavaScript, jQuery, PHP, Workfront, Basecamp, Microsoft Office, Google Drive, Keynote, Visio, OmniGraffle