Roshan Menon

Product Designer, skilled at crafting cross-platform experiences.
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Profile

I am **currently a Product Design Lead at AT&T** in Los Angeles. For the past few years, my primary focus has been designing AT&T's next generation entertainment framework from scratch.

I consider these to be **my strengths**
- Breaking down complex systems into workable segments
- Seeing the signal in the noise
- Working with ambiguous requirements (creating structure from chaos)
- Being able to quickly move between the big picture and the granular details
- Working with stakeholders to balance user vs. business need
- Identifying the design MVP
- Designing scalable design solutions
- Pivoting efficiently with new information and laying out the cascading effects
- Solving around legacy system limitations
- Creating adaptable and flexible design systems
- Shaping design team process and guidelines that balance the individual, team and business needs

Tools
Figma, XD, Sketch, Omnigraffle, Abstract, Zeplin, Miro, Invision, Notion, Keynote, Confluence, JIRA and Slack.

Current Role

Lead, Product Design, AT&T, Los Angeles
2015 July onwards

I help define, design and deliver AT&T's next generation entertainment framework.
- Designed to be modular and scalable, the framework supports multiple products across platforms & devices.
- The framework is live and has gone through multiple rounds of additions, evolutions and enhancements.

My responsibilities
- Lead and manage design teams, from concept through to final design delivery
- Build design philosophy, create core experience framework and advocate across cross-functional teams
- Represent design in reviews & working sessions with executive, product and development teams
- Work with key stakeholders to define product/business requirements
- Set design sprint schedule, resources, workload and deliverables
- Partner with development teams as they build the services & data driving the experience
- Collaborate with user research & testing peers
- Help designers recognize their strengths, areas of opportunity and grow their skillset

Prior Roles

Sr. Designer, Mobile & Web, DIRECTV, Los Angeles
2013 Mar – 2015 Jun

Sr. UX Designer, STB & Mobile Apps, DIRECTV, Los Angeles
2011 Apr – 2013 Feb

UX Designer, STB, DIRECTV, Los Angeles
2007 Apr – 2011 Mar

Education

MS, Human-Computer Interaction
Georgia Institute of Technology, Atlanta
2004 – 2006

MS, Electronic Media Informatics
College of Engineering, Anna University, Chennai, India
2002 – 2004

BS, Visual Communication
Loyola College, University of Madras, Chennai, India
1999 - 2002