Rowan Sexton, M.H.C.

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Professional Summary:
- UX Lead for Roche's flagship digital pathology image viewer software product. Driving UX activities for a team of designers and human factors engineers.
- 7+ years of combined UX design, graphic design, and marketing experience.
- Earned a Master of Human Computer Interaction (M.H.C) degree from Iowa State University.
- Experienced in FDA-regulated medical device development, IEC 62366-1 human factors engineering, and complex clinical workflow design within digital pathology environments.

WORK EXPERIENCE

Senior UX Designer

Concord • Minneapolis, MN • 04/2025 - Present

As a Senior UX Designer and UX Lead staffed at Roche through Concord, my responsibilities include:
- Leading UX strategy– aligning cross-functional teams on clinical workflows, business goals, scope, and technical constraints.
- UX resource allocation planning and management, improving design delivery predictability and ensuring on-time support for all release cycles.
- Established new design hand off process to ensure feature clarity, improve implementation efficiency, and increase project team visibility.
- Planning and executing end-to-end UX activities—including user research, workflow analysis, journey mapping, wireframing, prototyping, and product testing.
- Orchestrating all formative/summative usability testing to validate product workflows and derisk high-priority release. Identified 8+ critical usability issues to be fixed prior to summative testing and product released with all use-related risks mitigated.
- Facilitating and supporting weekly cross-functional alignment sessions with 10+ stakeholders, reducing decision turnaround time from months to weeks.
- Ensuring regulatory compliance (FDA HFE Guidance, IEC 62366-1) by collaborating with Risk, Regulatory, and Quality teams and maintaining full traceability of usability evidence for submissions.
- Actively contributing to team and talent development, leading and contributing to design reviews, and fostering continuous process improvement.

UX Designer

Concord • Minneapolis, MN • 04/2024 - 04/2025
- Planned and executed all UX activities for three digital pathology products across multiple global markets and clinical laboratory environments.
- Integrated usability findings that led to refinement of critical clinical workflows, reducing potential use errors identified during formative evaluations.

Associate UX Designer
Concord • Minneapolis, MN • 04/2022 – 04/2024
- Supported and later owned UX direction and workflow design for a novel companion diagnostic image analysis algorithm used to determine patient eligibility for drug treatment.
- Worked closely with and was mentored by senior UX designers while learning how to effectively apply UX and human factors engineering methods to medical devices.

Graphic Designer & Marketer
The Irish Rose • Saint Paul, MN • 10/2018 – 04/2022
- Executed the design and launch of a large-scale product catalog refresh, improving site-level UX and conversion outcomes.
- Developed and maintained an extensive product portfolio, curating a catalog that included the launch and marketing of over 100 new products with multiple variant options.

EDUCATION

Master of Human Computer Interaction (M.H.C)
Iowa State University • Ames, IA • GPA: 4.0

Bachelor of Arts in Psychology (B.A.)
University of Minnesota • Minneapolis, MN

CERTIFICATIONS

Web Design Certificate (HTML, CSS, JavaScript)
Minneapolis Community Technical College • Minneapolis, MN

SKILLS

UX Design
Workflow Diagramming, Wireframing, Storyboarding, Personas, UI Mockups, High-Fidelity Prototyping, Design Ops, User Research, User Testing, Journey Mapping, Surveys, Interviews, Workshops

Human Factors Engineering
IEC 62366-1, ISO 14971 risk management, FDA Human Factors Guidance, Formative Usability Testing, Summative Usability Testing, Task Analyses, Human Factors Engineering Documentation, 510(k) medical device submissions

Tools
Figma, Figjam, Adobe Creative Suite, Corel Graphics Suite, Lucidspark, Confluence, Miro, Jira, Google Suite, Microsoft 365