

Rowan Sexton, M.H.C.

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Professional Summary

- Associate UX Manager leading a Concord UX team staffed on digital pathology and advanced staining solutions at Roche.
- 8+ years of combined UX design, human factors engineering, 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

Associate UX Manager

Concord • Minneapolis, MN • 05/2026 - Present

Manages a Concord UX team of 2, while continuing hands-on project work at Roche:

- Manages two Senior UX Designers staffed at Roche through Concord. Responsible for career and growth strategy, performance reviews, hiring/staffing decisions, and timesheet/PTO approval.
- Supports sales/business development efforts, contributing UX expertise to proposal and RFP responses for prospective client engagements.

Project: Advanced Staining Solution (early concept)

- Mapped the end-to-end workflow for a future advanced staining instrument, gathering cross-functional input to enable a design sprint with the manufacturing partner and inform initial software wireframes.
- Built a tablet-based web application (via Claude Code) for an upcoming Customer Advisory Board activity, translating lab data into simplified scoring for 6 participants across 3 stakeholder groups (pathologists, lab administrators, lab directors, a scientist, and a professor).
- Deployed Qualtrics surveys to approximately 230 sales affiliates and internal SMEs (26% response rate), informing a critical, time-sensitive project decision.
- Conducted a gap assessment across 100+ leadership research questions, clarifying open vs. addressed areas and shaping forward research strategy.

Senior UX Designer

Concord • Minneapolis, MN • 04/2025 - 05/2026

Staffed at Roche through Concord, leading UX on the navify Digital Pathology platform:

- Led UX strategy, aligning cross-functional teams on clinical workflows, business goals, scope, and technical constraints.
- Managed UX resource allocation planning, improving design delivery predictability and ensuring on-time support for all release cycles.
- Established a new design hand-off process to improve feature clarity, implementation efficiency, and project team visibility.
- Planned and executed end-to-end UX activities: user research, workflow analysis, journey mapping, wireframing, prototyping, and product testing.
- Orchestrated formative/summative usability testing to validate product workflows and derisk a high-priority release. Identified 8+ critical usability issues prior to summative testing; product released with all use-related risks mitigated.
- Facilitated weekly cross-functional alignment sessions with 10+ stakeholders, reducing decision turnaround time from months to weeks.
- Ensured 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.
- Contributed to team and talent development, leading 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 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, Qualtrics, Lucid, Confluence, Miro, Jira, Google Suite, Microsoft 365