

Meran Rose

Big-picture thinker, detail devotee who thrives at the intersection of complexity, collaboration, and action.

Over the past decade, I've partnered with more than 50 organizations across industries ranging from aviation and telecommunications to energy, government, manufacturing, and consumer products, helping teams navigate ambiguity, align around shared goals, and create meaningful experiences.

My background spans service design, product design, organizational change, and entrepreneurship with one common thread: creating clarity and momentum in complex environments.

EXPERIENCE

Co-Founder & Creative Director

BuildRogue | 2024 – Present

- Co-founded BuildRogue, a circular housing initiative focused on creating affordable, relocatable structures using reclaimed and recyclable materials.
- Lead brand strategy, communications, website development, customer discovery, and partnership engagement across the Rogue product ecosystem.
- Conduct user research, concept validation, and stakeholder engagement to evaluate market opportunities and refine product direction.
- Translate early concepts into construction drawings, specifications, prototypes, and customer-facing experiences.
- Collaborate across engineering, manufacturing, sustainability, and community stakeholders to bring new housing concepts from idea to implementation.

Senior UX Designer

Lexion | Jan 2022 – Apr 2024

- Joined as the first design hire for an AI-powered Contract Lifecycle Management platform, helping establish UX standards and guide product design during a period of rapid growth.
- Led end-to-end UX design for complex legal and contract-management workflows.
- Defined new AI-augmented user experiences and established UX standards, interaction patterns, and reusable components. Advocated for accessibility best practices and inclusive design.
- Partnered closely with product managers, engineers, and subject matter experts to navigate ambiguity and deliver customer-focused solutions.
- Conducted design reviews and product audits to identify usability issues and strengthen product coherence.

Experience Designer

Slalom | Jun 2019 – Dec 2021

- Led design efforts across multiple enterprise engagements, helping organizations navigate complex operational, technical, and customer experience challenges.
- Facilitated executive workshops and service design activities that helped align Boeing and a newly acquired organization around opportunities within the complex general aviation maintenance and parts ecosystem.
- Navigated competing stakeholder priorities, technical constraints, and global development challenges while driving UX improvements for a large-scale aviation platform serving aircraft owners and operators.
- Created journey maps, service blueprints, wireframes, and interactive prototypes to communicate strategy and bring concepts to life.
- Guided projects from discovery through delivery in highly complex enterprise environments.
- Championed service design across the organization, creating and leading educational workshops.

Service & Interaction Design Specialist

Fjord | Jun 2015 – Jun 2019

- Partnered with more than 50 organizations across industries including telecommunications, aviation, retail, energy, government, manufacturing, and consumer products, helping teams navigate complexity through service design, experience strategy, and organizational change.
- Designed and facilitated organizational change initiatives that helped large cross-functional teams navigate complexity, strengthen collaboration, and make high-impact decisions with greater clarity and confidence.
- Led workshops, stakeholder interviews, and co-creation sessions that surfaced diverse perspectives, built shared understanding, and aligned teams around actionable next steps.

- Created tools, frameworks, and facilitation methods that helped organizations make sense of complex systems, align around opportunities, and move confidently toward action.
- Developed service blueprints, experience frameworks, wireframes, and interactive prototypes that translated complex systems into actionable recommendations and design solutions.

EDUCATION

University of Washington

B.S., Informatics | B.S., Psychology | 2005–2013

Director of Marketing: American Society of Information Science & Technology

Teaching Assistant: Intellectual Foundations of Informatics

Researcher & Designer: Designing Interfaces that Make Us Think (DIMUT)

SPECIALTIES & METHODS

Service Design, Object-Oriented UX (OOUX), Information Architecture, Design Strategy, User Experience Design, Product Design, Design Research, Workshop Facilitation, Stakeholder Alignment, Organizational Change, Customer Discovery, Journey Mapping, Service Blueprinting, Design Systems, Accessibility (WCAG)

TOOLS & TECHNOLOGY

Design & Prototyping: Adobe Creative Suite, Figma, Axure RP, Sketch, Miro.

Web: HTML/CSS, JavaScript, PHP, WordPress, Sanity, Vercel, Tailwind, Bootstrap

*Note: I've spent my career adapting to new platforms, processes, and domains.
If needed, I can quickly become proficient with new systems.*