


Marta Crowe

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Summary

UX Design & Research @ Sonosa, Exo | Founded @Treat, @Techni Studios | PMM @Thermo Fisher Scientific | #500strong, #NIH-iCorps

Fractional UX Designer and Researcher with experience across healthcare, veterinary sciences, and genomics.

I lead UX Design for early-stage healthtech companies. I have the scientific literacy to design safe and intuitive healthcare products, and the entrepreneurial experience to prioritize prototyping and iteration to achieve rapid product-market fit. I enjoy diving into the unknown and working side-by-side with product and engineering teams to quickly turn complex technologies and clinical workflows into consumer-grade user experiences.

I work with 1-2 teams at a time, in milestone-oriented engagements. I enjoy working on brand new ideas, and my services give small teams the benefit of experienced design leadership and execution without the need to commit to a full time designer. Between milestones/sprints, I remain an informed team member ready to ramp up for the next stage of design.

Experience

UX Design

Sonosa Medical

Jan 2023 - Present (8 months)

Currently leading UX design at Sonosa Medical as their fractional first designer. Sonosa is an early-stage startup developing a wearable ultrasound device and AI platform to diagnose obstructive sleep apnea. I work closely with the product and engineering teams to design the device interface as well as the clinical review platform. This design work includes discovery interviews, iteration sessions, and usability tests with OSA patients, sleep physicians, and ENT surgeons. In addition to design, I'm leveraging my past product marketing experience to help shape product positioning, messaging, and go-to-market strategy.

Sr. UX Researcher & Designer

Exo

Jan 2022 - Sep 2022 (9 months)

Designed a market-leading software product for ultrasound documentation. Worked with a panel of ultrasound experts to find consensus on exam workflow requirements, and in collaboration with product and software teams, created a condensed mobile documentation interface using branched clinical logic and unique UI elements.

Collaborated with a cross-functional team to lead PMM strategy. Interviewed 50+ emergency physicians to support to GTM, product positioning, and marketing messaging.

Product ad showcasing UI and product positioning

<http://bit.ly/exoworksvideo>



Product Marketing Consultant

Exo

May 2021 - Jan 2022 (9 months)



Product & UX Design Consultant

Self-employed

Dec 2018 - Dec 2021 (3 years 1 month)

Helping early-stage companies establish user-centered product design.

Femistry

Hormone-free, clinically proven treatment for menopause symptoms, bringing over-the-counter relief to millions of women.

Stackla

SaaS content management tools. Allows marketing teams to collect and rights-manage customer generated content (from FB and IG).

CueMate

Tennis sensor system that augments player training with real-time feedback and post play reporting.

Avoma

SaaS meeting management tools for teams. Provides conversation intelligence, AI assisted note taking, and task automation.

FuturePet/GoFetch Health

White-label b2c pet health plans. Designed to help independent vet clinics compete with large veterinary chain membership plans.



Co-Founder

Treat Inc.

Apr 2015 - Nov 2018 (3 years 8 months)

Built the first modern pet care service offering in-home vet care, training, and grooming, via a chat based iOS app. Acquired by Mars Petcare - 2018.

- Partnerships with WeWork, Airbnb, Wag Hotels, and luxury apartments to offer services on-site
- Success driven by superior, mobile-first UX (Single conversational iOS app for client communication and veterinary EHR) and high-end lifestyle branding
- Grew revenue 35% month-over-month mainly through word-of-mouth, partnerships, referral programs, and experiential marketing events
- All the hats: User research, product dev, branding, partnerships, marketing and launch strategy
- Participated in 500 startups accelerator program



Principal Designer

Techni Studios

May 2012 - Apr 2015 (3 years)

Workspace design for startups. Designed for 15+ clients including Mixpanel and Caviar.

Portfolio: technistudios.work



Product Marketing Manager, Genomics

Thermo Fisher Scientific

2006 - May 2012 (6 years)

Oversaw TFS Genomics line from product development to rollout and iteration. (b2b2c)

- Responsible for all messaging (product naming, positioning, ads)
- Regularly conducted market research to inform messaging, launch strategy, and product roadmap
- Led the merging of portfolios through 3 acquisitions, and managed discontinuations of 1,000s of SKUs.
- Trained and supported a global sales team of 400+ reps.
- Represented Thermo at 40+ industry trade shows and symposiums.



Research Scientist

New York University

Jan 2004 - Apr 2006 (2 years 4 months)

Performed full time roles and internships in labs studying various disease pathways - viral mouse models for meningitis, novel receptors for malaria, and factors affecting pituitary desensitization.

Education



NIH iCops

Healthtech Accelerator Program, Spring 2023

2023 - 2023



500 Startups

Accelerator Program, Batch 18

2016 - 2016



Rochester Institute of Technology

Bachelor of Science (BS), Biochemistry and Molecular Biology

2000 - 2005

Biochemistry, virology, genomics, economics, data sciences

Skills

UX Design • Product Management • Product Road Mapping • Workflow Design • UX Research
• Rapid Prototyping • User-centered Design • Product Design • Agile Application Development •
Software Design