



# Sprocket

**Founder, PM & App Designer** | 10-years 2014-Current

Built the worlds 1st mobile bicycle marketplace app + theft-proofed it with BikeIndex!

Designed UIX for Android, iOS, Web clients + business/system/database logic

Managing business, team, projects, marketing, social media, marketplace balance



**OneSignal Web App Designer** | 1-year 2020-2021

Redesigned many business-critical systems, overhauled design strategy/process



# Lyft (+ Kamcord aquihire)

**Growth Mobile App Designer: Rider Early Lifecycle** | 3.5-years 2016-2020

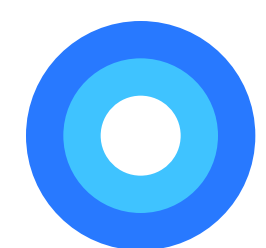
Created fast/frictionless sign up for the largest bikeshare network outside China

Grew active rider acquisition rate well beyond Wall Street expectations Q/Q w data!

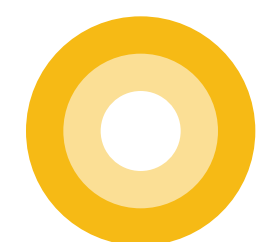
Optimized early lifecycle, referrals, promos, search, matching + fixed bugs/process

Came up with: Green Mode, Walk Mode, Shared Mode, Women+ Mode

Figured out a patented way to make rideshare profitable via rideshare ad network



**Material Design Award Receptient - Lyft Innovation on App Redesign** | 2018



**2X Design Patents** | 2019, 2020



**Verizon (+others) Full-time Contract Mobile App Designer** | 2-years 2015-16



**SoundHound Mobile App Designer** | 2-years 2012-14

Grew user base +2X, from under 80m to over 200m! + Helped w Hound Assistant app



**Full-time & Freelance Contract Mobile App Designer** | 3-years



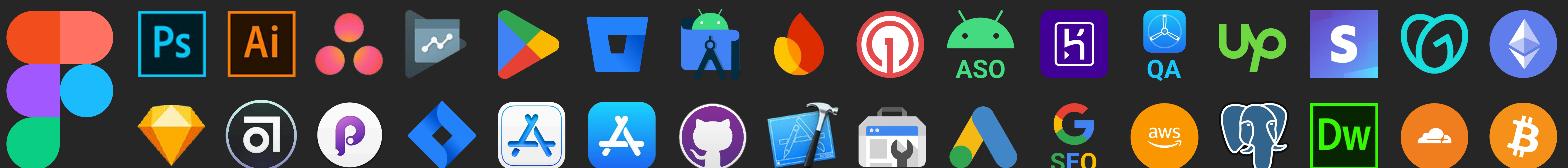
**#1 Game on Play Store - Freelancer on Blast Monkeys** | 2011 ( MWC Nominee )

# Hi,



design portfolio at [sevenshurygin.dribbble.com](https://sevenshurygin.dribbble.com)

I'm 7 [in 55X recommendations](#) a **Growth Mobile App Designer & PM** with 15yrs Mobile XP and 20 in design [seven@sprocket.bike](mailto:seven@sprocket.bike)



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