Richard Robinson
Senior User Experience Professional

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I enjoy leading small teams to discover big solutions. I believe that process is important, but it should always be flexible and never rigid. I believe that design without research is just decoration. I believe that business goals can be achieved by first designing for people. And most importantly, I have an insatiable curiosity, and love solving big, scary problems.

PROFESSIONAL EXPERIENCE

ZONAR SYSTEMS
Nov 2017 - Present
SENIOR PRODUCT DESIGNER

Zonar Systems develops fleet management software for a variety of industries.

In my role, I work closely with product managers and developers to ensure that our products are not only consistent, but also meet UX best practices.

I create wireframes, visual design comps, and interactive prototypes. I helped Zonar launch their first publicly available Android app. I researched Zonar's end-to-end sales and implementation process and suggested changes to make the company more efficient and profitable.

As a Senior Product Designer, I also lead team meetings and mentor my teammates to help them improve their skills.

BLINK UX
Apr 2016 - Oct 2017
LEAD UX RESEARCHER & DESIGNER

Blink UX is a UX design agency on a mission to make technology more human through a combination of art and science.

To that end, I've lead user reseach projects, conducted stakeholder and customer interviews, written participant screeners, created usability test plans, moderated usability tests, and analyzed my findings before presenting them to clients.

Using my research I would then create personas and user stories, as well as information architecture documents including site maps and navigation schemas.

As I created wireframes, I would also lead weekly meetings to gather feedback from clients and keep them up-to-date on the state of the project and progress being made.

FELL SWOOP
Feb 2014 - Mar 2016
LEAD UX DESIGNER

Fell Swoop is a full-service digital agency that focuses on user-centered design, and as a user experience designer, I played an integral role in each project.

I created and presented to clients a variety of design deliverables including sketches, journey maps, user stories, wireframes, and fully interactive prototypes. I led user interviews, conducted usability studies, and developed personas for a range of clients and projects.

Additionally, I evaluated user research and presented findings to clients, and persuaded them to follow my recommendations.

I collaborated closely with our Visual Design and Development teams to take projects from concept to launch and to ensure a cohesive user experience throughout.

SELECTED ACHIEVEMENTS

- Responsible for launching Zonar Systems' first publicly available **Android mobile application** on the Google Play Store.

- Lead YMCA website redesign effort that resulted in **20% increase** in online sales and **40% increase** in membership sign-ups.

- Established the UX discipline at **Skookum Digital Works** by advocating for user testing, integrating design into development sprints, mentoring junior designers, and educating clients.

- Advocated for qualitative user research in addition to quantitative research at Red Ventures which resulted in increases to conversion rates by **as much as 30%**.

- Speaker at Charlotte, NC's very first **BlendConf** where I gave an hour-long talk about design and development working together more efficiently.

- Interviewed by **Tim Smith** for his design podcast **The East Wing** about UX education, and getting into the UX and design industries.

PRIOR EXPERIENCE

SKOOKUM DIGITAL WORKS
INTERACTION DESIGNER   *Oct 2011 - Dec 2013*

At Skookum Digital Works, I helped clients find software solutions for their business needs.

I conducted user interviews, created wireframes and style guides, built interactive prototypes, performed user tests, and created high-fidelity mockups. I also helped to grow our design team by interviewing candidates and mentoring junior designers.

I coordinated with Development and Product teams to ensure the client's vision, and the user experience I've created, are reflected throughout the project cycle.

As SDW's first full-time designer, I helped better incorporate design into our process. Working with a small team, I identified the need for a Product Management team and successfully pitched the idea to senior management.

TRADEKING
WEB DESIGNER   *Aug 2010 - Sept 2011*

I designed and helped develop TradeKing's online active trader tool, by conducting user interviews, and creating wireframes and mockups. I also worked closely with Marketing to develop and execute email and Flash banner ad campaigns.

I also updated the corporate branding and maintained the website.

RED VENTURES
WEB DESIGNER   *Sept 2007 - Aug 2010*

I designed and maintained several large websites, created email marketing and banner ads, edited video for broadcast, and designed employee training modules.

I also participated in the hiring process by interviewing candidates, gauging skill level, and determining if they were a cultural fit.

EDUCATION

BFA VISUAL DESIGN

Electronic Imaging Option, University of Massachusetts, Dartmouth
3.88 GPA, Dean's List two semesters.

ASSOCIATE OF SCIENCE, MULTIMEDIA & WEB DESIGN

New England Institute of Technology
3.78 GPA, Dean's List six semesters.

OTHER INFORMATION

I am a user experience and visual designer who wants to make a positive impact on the world. I believe in achieving business goals by designing for people first. I try to stay active in the local tech community. I've spoken several times at CLT/UX Meetup, Skookum Digital Works' Friday Tech Talks, as well as Ignite Charlotte, and BlendConf.

SKILLS, TALENTS & PROFICIENCIES

SOFTWARE

Adobe Photoshop, Illustrator, InDesign, Premiere & After Effects, Sketch, Axure, Balsamiq Mockups, Lightwave 3D, 3D Studio Max, MAMP, Git, Microsoft Office & iWork software suites.
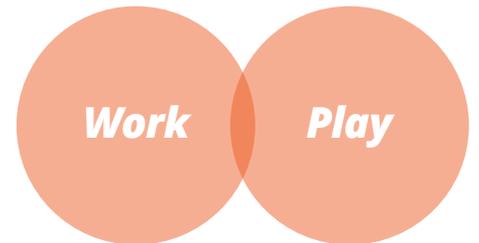
PROGRAMMING

HTML, CSS, PHP, Javascript / JQuery.

OTHER SKILLS

Digital video production, photography, traditional illustration, and graphic design.

I also have a working knowledge iOS and Android mobile development as well as responsive web design / mobile first experience.

ABOUT ME

Work   **Play**

Interaction Design	Reading
User Research	Illustration
Visual Design	Film
Product Strategy	Tabletop Games
Mentorship	Art
Project Management	Writing
Motion Design	Dungeons & Dragons
Branding	Activisim
UI Design	Charity