

# ROB @ ROBMAKES.COM



## WORK EXPERIENCE

### UX DESIGNER

#### INRHYTHM

New York, NY

January 2015 - Present

*May 2016 - Present @ OnDeck*

Full-stack designer working on corporate rebrand and mobile app. Tasked with leading redesign of online application experience to increase conversion. Presenting to key stakeholders and executives with wireframes & prototypes.

*June 2015 - May 2016 @ American Express*

In-house UX Designer consultant collaborating with Digital Acquisitions - Product Marketing. Brainstormed enhancements, created proposals, mapped process and user flows. Launched products from ideating requirements, prototyping, to full visual designs and presentation specs. Supported multiple product and tech teams, reaching millions of consumers.

*Jan. 2015 - May 2015 @ LendKey*

Worked as expert UX Designer in-house to provide modern, consistent, compliant, brand standard web app and mobile solutions for "LendKey Network" and other projects. From wireframes to prototypes and front-end dev., I worked with stakeholders and presented to teams.

### FOUNDER & WEB DESIGNER

#### OPUSCULE

Queens, NY & Chicago, IL

2006 - Present

My freelance company helping small businesses get online and get found since 2006; compiling the best solutions for their brand, budget, needs and timeline. I've designed logos & wireframes, set up WordPress sites & email accounts, enhanced SEO presence and given hundreds of hours of tutorials.

### CONTRACT FRONT-END DEVELOPER

#### RFI STUDIOS

New York, NY

September 2014 - January 2015

Working with some of the world's biggest brands, I helped bring the client's vision to life. From email newsletters to launching a new RFIstudios.com to coordinating A/B tests, there was a lot of work to be done!

### FRONT-END DEVELOPER

#### YODLE, INC.

New York, NY

June 2013 - September 2014

Supporting the Marketing team on projects and initiatives from start to finish, I help define the user experience, and through agile work flow, code the email or landing page or website. Won 2014's hackathon with "Push & Shove."



## SKILLS

UX/UI/IA

Process Flows

HTML/CSS/JS

User Research

Marketing/Analytics

Email Newsletters

Wireframes

User Testing

Agile & Scrum

Social Media/SEO

Photography/Video

AdWords/PPC



## SOFTWARE

Adobe Creative Suite

Sketch, Axure, InvisionApp

Git

Sublime, Coda

Final Cut Pro, After Effects



## EDUCATION

COLUMBIA COLLEGE CHICAGO, IL

2005-2007

Television Producing & Writing

CA STATE UNIVERSITY SACRAMENTO, CA

2002-2004

Business Administration, Accounting

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