

937-381-7700 rob@robdawson.com

[www.rob@robdawson.com](http://www.rob@robdawson.com)

Experience

**Sr. UX Designer at Moody’s Analytics** – Contract Feb 2022 – Present

Working to assess, document and define the UI and UX patterns across all banking SaaS products. Creating the master design system in Figma utilizing tokens, components, and shared libraries. All components are token based and built using Auto-layout with a wide variety of flexible variants. The approach is greatly improving design consistency and velocity. I also run regular training workshops in Figma to increase the team's understanding and efficiency with the tool. Work on next-gen banking products exploring refactoring of processes and design enhancements that improve the user experience. Provide aid other UX designers helping them get over hurdles, meet deadlines, and improve their skills. Work with developers to inform and aid in building new standard components in PrimeNG to the design system standard.

* Design System expertise
* UX Design
* Master in Figma
* Team trainer

**Sr. UX Designer at Cardinal Health** – Contract Jul 2021 – Jan 2022 (7 mos)

Work with business analyst, developers and product owners to simplify overly complex workflows for Enterprise Logistics Management products. Redesigned guidelines for structure, navigation, and components for a suite of applications with a cohesive and properly branded solution.

* Information Architecture
* UX Design
* Complex Prototyping in Axure

**Sr. UX Designer at Kobie Marketing** Mar 2019 – May 2021 (2 yrs 3 mos)

Work with customers, users, product owners and key business stakeholders to define and refine new features, functionality and requirements for SaaS product. Build user journeys, interaction flows, designs, and prototypes for the team. Research and develop user personas and socialize throughout team. Gather user feedback and refine existing screens and models for increased clarity, efficiency, and ease of use. Provide front-end support to developers, fix UX defects. Develop and maintain style guide, CSS style libraries and Bootstrap templates. Explore new forward-thinking design templates for loyalty marketing clients’ E-Commerce catalogs.

* Information Architecture
* UX Design
* Front-end (Bootstrap and Angular Material) development support
* User Experience/Acceptance Testing

**Sr. UI/UX Designer at Siemens PLM Software** May 2018 – Mar 2019 (11 mos)

UX and UI design for siemens.MindSphere.io site. Work with international team to ensure new site adheres to corporate guidelines. Design and build mobile adaptation. Teach others in design team to design and develop within Adobe Azure.

* Information Architecture
* UX Design
* Development of Azure components
* User Experience/Acceptance Testing

**Sr. UX Architect at Trimble** Aug 2015 – May 2018 (2 yrs 10 mos)

Identify and prototype new innovations for physical and electronic interfaces. Lead the user experience for heavy earthmoving mobile guidance systems. Collaborate with construction equipment partners such as Caterpillar to ensure products satisfy all user and business requirements. Ensure custom products reinforce the client's brand identity building upon legacy control models. Work with Engineers, Operators and Sales Staff to test control architectures and identify new opportunities. Work with Graphic/UI Designers to ensure designs follow appropriate UX models and implementations. Evangelize and inform team on industry standards as needed.

* Information Architecture
* UX Design
* Graphic Design
* User Experience/Acceptance Testing
* Process Development and improvement

**Sr. IU/UX Designer at Illumination Works** Jan 2014 – Aug 2015 (1 yr 8 mos)

Consulted on and design visual interfaces for numerous clients in varying industries from government to business and retail. Designed data visualization tools for numerous Fortune 500 companies and developed complex productivity tools for the United States Air Force. Responsible for designing and producing all corporate identity and marketing materials for electronic and print medium. Oversaw and approve all visual elements before they reach the client. Trained staff in the use of visual design tools. Educated technical staff on best practices for UI design and standards compliance

* Solutions Consultant
* UX Design
* Graphic Design
* Bootstrap development

**Sr. UX Designer at L.L.Bean** Feb 2000 – Feb 2014 (14 yrs 1 mo)

Responsible for designing the visual look and feel of all entire shopping path of llbean.com including home page branding and organization, global navigation, search results, product page, wish list, checkout, and email marketing campaigns. **Consequently, in 2012 llbean.com was ranked second only to amazon.com as the most satisfying website to shop according to ForeSee.** Collaborated with IA's and Web Developers to deliver industry leading shopping experiences both on time and on budget. Oversaw the work the designers are producing to ensure it conformed to usability, accessibility, and design standards. Worked with business analysts and IA’s to gather requirements based on ROI, usability, and customer service goals. Attended user studies and helped develop plans based on findings and analysis. Created wireframes or adapted early wireframes into high-fidelity wireframes. Provided specifications and any visual assets to developers. Facilitated communication between designers, developers, IA’s, QA and stakeholders to ensure the final product meets goals and expectations. Published articles and blog posts to keep the design team up-to-speed on industry trends, standards and best practices. Managed and mentored a team of designers and contractors. Consulted on process and systems development.

* Resource and Personnel Management
* Graphic Design
* UI/UX Design, Wireframing, Prototyping and Standards Management
* Content Delivery Systems Consulting
* Process Development and Improvement

**Producer/Project Manager at Interactive Constructs** 1999 – Feb 2000 (1 yr)

Project and team manager for the development of educational applications for major educational publishers and in-house products. Consulted with clients to identify proper solutions and present progress demonstrations to client board members. Managed schedule and budget for on-time and on-budget delivery.

* Project and Personnel Management
* Account Representative
* Proposal Writing and Budgeting

**Producer/Project Manager at Mazer Digital Media** 1994 – 1999 (5 yrs)

Designed, programmed, directed and produced various programs and websites for major educational publishers such as McGraw-Hill, Harcourt Brace, and Houghton Mifflin. Design and program product interfaces and UI. Identified, hired, directed and managed external artists, voice talent, developers and QA working on the company’s projects. Art directed internal design staff. Created and present proposals and estimates, manage schedules and budgets of the company’s largest products. Managed account and perform month presentations to client Sr. Management.

* Producer
* Project Management
* Design and Art Direction
* Animation
* Programming and Prototyping
* Proposal Writing, Budgeting and Scheduling

I**nteraction Design, User Interface Design, User Experience, E-Commerce, Enterprise Solutions, SASS,** Creative Direction, Art Direction, Graphic Design, **Figma, Axure, HTML/CSS, Bootstrap, Angular**, Photography, Mentoring and Personnel Management, Project Management, Web Design, Corporate Identity, Multi-channel Marketing, Web Content Management, Online and Email Marketing, Advertising, Photoshop, Adobe Creative Suite.