DEREK ROBINSON

SENIOR UX/UI DESIGNER
SENIOR DIGITAL DESIGNER
FRONT-END WEB DESIGNER
FRONT-END WEB DEVELOPER

CONTACT
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DEREKROBINSON.TECH/UX-PORTFOLIO

SUMMARY

Senior UX Designer with 10+ years of experience in creating and monitoring user experiences, ensuring that websites and apps are responsive and enjoyable. Versed in creating collateral for web and mobile, with an ability to understand user engagement and acquisition through effective design and implementation.

EXPERIENCE

SENIOR UX DESIGN CONSULTANT, UPS   2023 – PRESENT

Contract UX Design Consultant for UPS Digital Commercial Technology Team.

- Designed and implemented user flows and interface elements that prioritize usability and user satisfaction for the shipping experience, leading to improved conversion rates, and customer journey satisfaction.
- Partnered with stakeholders to ensure designs align with UPS business objectives, design system, and user needs.

Software used: Figma, FigJam, Agile, Miro, Full-story, Planview Project Place, Azure DevOps, Microsoft Teams, and Jira.

SENIOR UX DESIGN CONSULTANT, BEST BUY   2022 – 2023

Contract UX Designer for the Best Buy Payment + Pricing Experience Team.

- Optimized user experience for payments and pricing through user research, collaboration with cross-functional teams, and design iteration.
- Created user flows, UI mockups, and prototypes in Figma to visually communicate design solutions.
- Conducted usability testing and implemented adjustments based on user feedback and stakeholder input.
- Prepares and presents rough drafts and design updates to internal teams and key stakeholders.
- Usability champion, who identified, and solved UX problems (e.g., usability, accessibility, and engagement).
- Ensured adherence to brand standards and effectively presented design updates to internal teams.

Software used: Figma, InVision Studio, Brix Design System, UserZoom, Slack, Microsoft Teams, Miro, Monday, and Jira.

UX DESIGN LEAD/CREATIVE DIRECTOR, HEAVYBREA MULTIMEDIA   2001 – 2022

UX Design Lead, Creative Visionary, and Creative Design Consultant

- Provided strategic direction for client projects, fostering a collaborative environment and guiding designers in delivering exceptional UX/UI experiences.
- Employed a holistic approach to design, crafting user flows, personas, and prototypes to optimize user experience across platforms. Utilized Figma, InVision Studio, Adobe XD, and Sketch.
- Spearheaded the creation of design systems, digital marketing initiatives, and wireframes. Managed projects within budget and timelines, ensuring client satisfaction.
- Collaborated with stakeholders and vendors to translate client needs into clear creative concepts, presentations, and successful project execution.

Software used: Figma, InVision Studio, Adobe Creative Suite, Wordpress, Freshdesk, Asana, Zoho Desk, Jira, Azure DevOps, Apple Developer Program, Docker and GitHub.

LEAD DESIGNER, KINGSPAN INSULATION, LLC   2017 – 2021

Lead Digital Designer, and US Country Coordinator for the Insulation Division.

- Led the website redesign of the US website utilizing Kentico CMS, focusing on usability testing, WCAG compliance, and A/B testing to optimize user experience (UX).
- Conceptualized, designed, and implemented marketing collateral (brochures, trade show materials) aligned with brand identity and user needs.
- Managed data governance, SEO implementation, and analytics optimization (Google Analytics & AHREFS) for a cohesive user journey.

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- Partnered with product managers and marketing teams to ensure a seamless user experience across web, email marketing (ClickDimensions), and print materials.

Software used: Adobe Creative Suite, Microsoft Dynamics, Click Dimensions, Basecamp, Wrike, and GitHub.

GRAPHIC DESIGNER, JOHN WIELAND HOMES AND NEIGHBORHOODS   **2013 – 2016**

Led Multi-Channel Design Initiatives for Corporate Headquarters Based Marketing Department.

- Led the design team in transitioning the website from WordPress to Sitecore CMS, ensuring a smooth user experience across web and email marketing.
- Developed engaging graphics and promotional materials across various channels (print, digital, advertising) to support multi-channel marketing campaigns and corporate identity initiatives.
- Partnered with key stakeholders (VP of Marketing, Art Director) to ensure all designs align with brand standards and marketing goals.
- Contributed to the creation of the new web-based sales order system and its interface by coordinating with vendors on web development, print materials creation, and ensuring seamless system development and integration.

Software used: Sitecore CMS, Wordpress, Adobe Creative Suite, and HTML/CSS.

SKILLS

UX Design	UI Design	Front-End Web Design
Front-End Web Development	Digital Design	User Research
Wire framing	Prototyping	User Flows
Personas	Usability Testing	Figma
Sketch	Adobe XD	InVision Studio
Miro	Kentico CMS	Azure DevOps
Jira	Google Analytics	ClickDimensions
Microsoft Dynamics CRM	WordPress	Sitecore CMS

EDUCATION

CLOUD DEVOPS ENGINEER, UDACITY	2022
SUSE CLOUD-NATIVE FUNDAMENTALS, UDACITY	2021
FRONT-END WEB DEVELOPER, UDACITY	2018
BACHELORS OF SCIENCE GRAPHIC DESIGN, FULL SAIL UNIVERSITY	2013

CODING LANGUAGES

HTML
CSS
PYTHON
JAVASCRIPT
SWIFT