

DEREK ROBINSON

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

CONTACT

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DEREKROBINSON.TECH/UX-PORTFOLIO

OBJECTIVE

Senior Design Professional experienced in creating and monitoring user experiences and 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. I seek to partner with an organization where my strategic vision, ability to define the user experience, user interface, and web campaigns are needed.

EXPERIENCE

SENIOR USER EXPERIENCE DESIGN CONSULTANT, C4 TECHNICAL SERVICES (BEST BUY)

2022 - 2023

Contract UX designer responsible for gathering and evaluating user requirements for the Payment + Pricing experience team at Best Buy. Duties include collaborating with product managers, developers, and engineers to create and illustrate design ideas using the UX software Figma. In addition, my responsibilities include creating process flows and graphic user interface elements, like menus and entry points, UI mockups, and prototypes that clearly illustrate site updates and revised designs.

Additional responsibilities include preparing and presenting rough drafts and design iterations to internal teams and key stakeholders. Identifying and troubleshooting UX problems (e.g., responsiveness, customer engagement, and usability). Conducting layout adjustments based on user feedback, usability testing, and internal requests. Design adherence to brand standards and corporate design systems for fonts, colors, and image usage is required.

- Software used for this role includes; Figma, Brix Design System, UserZoom, Slack, Microsoft Teams, Miro, and Jira.

CREATIVE DIRECTOR/UX DESIGN LEAD, HEAVYBREA MULTIMEDIA

2001 - 2022

The creative lead designer responsible for the digital design of various freelance projects—mentoring and guidance for designers and other members of different design teams. Additional responsibilities include the preparation of visual layouts, brainstorming creative ideas, and project implementation.

- Design lead on freelance projects consisting of WordPress site design, digital marketing initiatives, prototypes, wireframing, user experience (UX) and interface design (UI), user flows, personas, and usability testing utilizing Figma, InVision Studio, Adobe XD, and Sketch.
- Engages with vendors to discuss client requirements, presentation concepts, and the execution of the creative vision; manages all accounts and projects, working within budget and scheduling requirements. Presents completed projects to clients for approval.
- Various projects ranging from interactive web, email marketing, print, photography, illustration, app interface, motion, and corporate design.
- Expert-level user of Adobe Creative Cloud.

SENIOR DIGITAL DESIGNER, KINGSPAN INSULATION, LLC

2017 - 2021

Lead Digital Designer for United States Insulation Division. Duties include creating brochures and collateral for trade shows, digital collateral, corporate campaigns, and promotional activities for product marketing.

- Responsible for designing and implementing the new United States website utilizing Kentico CMS (from WordPress CMS), NetX, Basecamp, and Wrike.
- Additional duties include the USA Country Coordinator position offering global supervision and support for six US Divisions' web designs and product launches.
- Other responsibilities include data governance and WCAG, GDPR and CCPA compliance, web usability and accessibility testing, and behavior evaluations using Hotjar, AHREFS, user-centered design principles, personas, and A to B testing.
- SEO implementation, measuring and optimizing Google Analytics and digital marketing strategies.
- Creation of email marketing campaigns and automation using ClickDimensions & Microsoft Dynamics CRM.
- Daily collaboration with Marketing Manager and International Super User team in multiple roles, including Product Manager, Product Designer, liaison for website updates, print vendors, photographers, and digital agencies.

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CONTRACT GRAPHIC DESIGNER, CREATIVE CIRCLE

2016 - 2017

Senior Graphic Designer contract position working with Marketing Manager to update and transition current WordPress site to Kentico CMS website.

- Analyze the existing WordPress website and identify the content, functionality, and design elements to be transferred to Kentico CMS.
- Work with the project team to plan and execute the migration, ensuring that all data is transferred accurately and securely.
- Test and debug the transferred content and functionality to ensure that everything is working correctly
- Train end-users on how to use the new Kentico CMS platform and provide ongoing support as needed
- Collaborate with designers, developers, and project managers to ensure the project is completed on time and within budget.
- Provide regular progress updates and ensure that all stakeholders are informed of any changes or issues during the project.

Additional duties included the creation of brochures and collateral for trade shows, corporate campaigns, and promotional activities.

GRAPHIC DESIGNER, JOHN WIELAND HOMES AND NEIGHBORHOODS

2013 - 2016

The lead graphic designer was responsible for conceptualizing and designing multi-channel campaigns, graphics applications, promotional materials, corporate identity, advertising pieces, subdivision signage, and interoffice collateral.

- Design lead for the company website redesign, implementation, and transition from WordPress to the Sitecore CMS system for website and email marketing.
- Collaborate with the Vice President of Marketing and Art Director to create designs that meet project goals and support brand standards and initiatives.
- Coordinates with vendors on the web, print, and sales order system creation and interface design.

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

CERTIFICATION

GOOGLE FUNDAMENTALS OF DIGITAL MARKETING
GOOGLE ANALYTICS

SKILLS

UX/UI DESIGNER

FRONT-END WEB DEVELOPER

FRONT-END WEB DESIGNER

SENIOR DIGITAL DESIGNER