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.

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

EXPERIENCE

SENIOR UX DESIGN CONSULTANT, UPS   2023 – PRESENT

Contract UX designer on the UPS Digital Product Team responsible for the design and implementation of the UPS website user experience, user flows, and interface designs for the shipping experience, prioritizing the improvement of usability and user satisfaction, within the scope of UPS business objectives.
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 responsible for gathering and evaluating user requirements for the Payment + Pricing experience team at Best Buy.

- Responsible for gathering and evaluating user requirements for the Payment + Pricing experience team at Best Buy.
- Collaborates with product managers, developers, and engineers to create and illustrate design ideas using the UX software Figma.
- Creates process flows and graphic user interface elements, like menus and entry points, UI mockups, and prototypes that clearly illustrate site updates and revised designs.
- Prepares and presents rough drafts and design updates to internal teams and key stakeholders.
- Identifies and troubleshoots UX problems (e.g., responsiveness, customer engagement, and usability).
- Conducts layout adjustments based on user feedback, usability testing, and internal requests.
- Ensures design adherence to brand standards and corporate design systems for fonts, colors, and image usage.

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

Creative lead design consultant responsible for leading the digital design of various client projects

- Creative lead designer responsible for the digital design of various client projects.
- Provides mentoring and guidance for designers and other members of different design teams.
- Prepares visual layouts, brainstorms creative ideas, and implements projects.
- Design lead on freelance projects consisting of design system creation, digital marketing initiatives, prototypes, wire framing, user experience (UX) and interface design (UI), user flows, personas, and usability testing utilizing Figma, InVision Studio, Adobe XD, and Sketch.

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- 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.

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

LEAD DESIGNER, KINGSPAN INSULATION, LLC   2017 - 2021

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

- Created brochures and collateral for trade shows, corporate campaigns, and promotional activities for product marketing.
- Responsible for the 2D design, ideation, and implementation of the new United States website utilizing Kentico CMS (from WordPress CMS), NetX, Basecamp, and Wrike.
- USA Country Coordinator offering global supervision and support for US Divisions' web designs and product launches.
- Managed data governance and WCAG, GDPR and CCPA compliance, web usability testing, and behavior evaluations using Hotjar, AHREFS, user-centered design principles, personas, and A to B testing.
- Implemented SEO, measuring and optimizing Google Analytics and digital marketing strategies.
- Tasked with creating email marketing campaigns and automation using ClickDimensions & Microsoft Dynamics CRM.
- Daily collaborated with Marketing Manager and International Super User team in multiple roles including Product Manager, liaison for website updates, print vendors, photographers, and digital agencies.

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

GRAPHIC DESIGNER, JOHN WIELAND HOMES AND NEIGHBORHOODS   2013 – 2016

Lead graphic designer responsible for conceptualizing and designing multi-channel campaigns, graphics applications, promotional materials, corporate identity, advertising pieces, 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.
- Collaborated with the Vice President of Marketing and Art Director to create designs that meet project goals and support brand standards and initiatives.
- Coordinated with vendors on the web, print, and sales order system creation and interface.

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

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