

DEREK ROBINSON

SENIOR UX/PRODUCT DESIGNER | AI ENABLED PRODUCT EXPERIENCE

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SUMMARY

Senior UX/Product Designer specializing in enterprise applications, workflow modernization, design systems, and user-centered digital experiences. Over 20 years of experience designing enterprise products that balance user needs, business objectives, and technical constraints to deliver scalable, high-impact solutions. Increasingly focused on AI-enabled product experiences, AI-assisted workflows, and human-centered AI design, leveraging modern AI tools—including ChatGPT, Claude, Cursor, Codex, and Figma Make—to accelerate product discovery, prototyping, cross-functional collaboration, and design iteration.

EXPERIENCE

SENIOR UX PRODUCT DESIGN CONSULTANT, UPS

2023 - 2026

Senior UX/Product Designer supporting multiple enterprise product teams within UPS Digital Commercial Technology, responsible for the design and modernization of enterprise shipping and account management experiences across commercial shipping platforms.

- Led UX design initiatives across enterprise Shipping and Account Management products, delivering scalable experiences that simplified complex workflows for commercial customers throughout the shipping and account management lifecycle.
- Partnered closely with Product Managers, Business Analysts, Engineering, and cross-functional stakeholders to define requirements, validate solutions, and deliver scalable product solutions.
- Designed user flows, wireframes, high-fidelity interfaces, and interactive prototypes that improved enterprise workflows while maintaining consistency with the UPS Design System.
- Applied user research, usability best practices, accessibility standards (WCAG), and analytics to inform design decisions and optimize the end-to-end user experience.
- Drove workflow modernization initiatives by streamlining complex shipping and account management tasks, improving usability, and aligning design solutions with business objectives and technical constraints.

Tools: Agile, Azure DevOps, Figma, FigJam, FullStory, Jira, Microsoft Teams, Miro, Planview ProjectPlace.

SENIOR UX PRODUCT DESIGN CONSULTANT, BEST BUY

2022 - 2023

Senior UX/Product Designer supporting the Payments & Pricing Experience team, designing customer-centered e-commerce experiences that simplify purchasing, pricing transparency, and checkout workflows.

- Led UX design initiatives for payments and pricing experiences, translating customer needs and business requirements into intuitive, customer-centered product solutions.
- Designed user flows, wireframes, high-fidelity interfaces, and interactive prototypes in Figma to communicate design concepts and validate solutions.
- Partnered with Product Managers, Researchers, Engineering, and cross-functional stakeholders to refine requirements, iterate on designs, and deliver scalable customer experiences.
- Applied user research, usability testing, accessibility standards, and stakeholder feedback to improve product usability, engagement, and customer confidence throughout the purchasing journey.
- Championed usability and design system best practices, ensuring consistency with the Best Buy Design System while maintaining brand standards across digital experiences.

Tools: Brix Design System, Figma, Jira, Microsoft Teams, Miro, Monday.com, Slack, UserZoom.

UX DESIGN LEAD/CREATIVE DIRECTOR, HEAVYBREA MULTIMEDIA

2001 - 2022

Led UX/Product Design consulting engagements for enterprise and commercial clients, guiding product strategy, user experience, and digital transformation initiatives from discovery through implementation.

- Directed end-to-end UX and product design engagements, translating business objectives into user-centered digital experiences through research, information architecture, user flows, wireframes, high-fidelity designs, and interactive prototypes.
- Partnered with executives, stakeholders, developers, and cross-functional teams to define product strategy, establish design direction, and deliver scalable digital solutions aligned with business goals.
- Established design systems, UX standards, and reusable design patterns while leading branding, digital marketing, and product modernization initiatives across multiple client engagements.
- Managed project scope, timelines, client relationships, and creative execution, ensuring high-quality deliverables while balancing user needs, technical feasibility, and business objectives.
- Delivered UX consulting, digital product strategy, and front-end development solutions for organizations across healthcare, real estate, financial services, manufacturing, nonprofit, and technology sectors.

Tools: Adobe Creative Cloud, Amazon AWS, Asana, Docker, Figma, Freshdesk, GitHub, Jira, Linux, Microsoft Azure, Microsoft Azure DevOps, Swift, Unifi Controller, WordPress.

LEAD DESIGNER, KINGSPAN INSULATION, LLC

2017 - 2021

Lead Digital Designer and U.S. Country Coordinator for the Insulation Division.

- Led the redesign of the U.S. website utilizing Kentico CMS, improving usability through WCAG compliance, A/B testing, and user-centered design principles.
- Partnered with product managers and marketing teams to deliver cohesive digital experiences across web, email marketing (ClickDimensions), and customer communications.
- Directed digital strategy through SEO, analytics optimization (Google Analytics & AHREFS), and brand-focused marketing initiatives that enhanced the overall customer experience.

Tools: Adobe Creative Cloud, Basecamp, ClickDimensions, GitHub, Microsoft Dynamics, Wrike.

GRAPHIC DESIGNER, JOHN WIELAND HOMES AND NEIGHBORHOODS

2013 - 2016

Led multi-channel design initiatives for the Corporate Marketing Department.

- Led the migration of the corporate website from WordPress to Sitecore CMS while improving the user experience across web and email marketing initiatives.
- Collaborated with executive stakeholders and external vendors to deliver multi-channel marketing campaigns, digital assets, and a web-based sales order system supporting corporate marketing objectives.

UX & PRODUCT

UX Design • Product Design • User Research • Information Architecture • Wireframing • Prototyping • Journey Mapping • Interaction Design • Design Systems • Accessibility (WCAG)

PLATFORMS

Amazon AWS • Azure DevOps • Google Cloud • Jira • Microsoft Azure • Microsoft Dynamics

EDUCATION

B.S. Graphic Design, Full Sail University

2013

PROGRAMMING

HTML/CSS • Python • Javascript • Swift • Git

PROFESSIONAL DEVELOPMENT

AI Champions Community (Co-Sprints) | Active Member

2026 - Present

Google IT Support Certificate | Google

2024

Cloud DevOps Engineer | Udacity

2022

Front-End Web Developer | Udacity

2018