Robert Dixon

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EDUCATION

Towson University | Towson, MD | BS in Information Systems   *May 2021*

SKILLS

Tools: Figma, Sketch, Miro, Adobe XD, Adobe Photoshop, Jira, Mixpanel, Google Analytics
Design: Information Architecture, User Flows, Wireframing, Rapid Prototyping
Research: User Interviews, User surveys, Card Sorting, A/B Testing, Competitive Analysis, Empathy Mapping, User Personas, Journey Mapping, Usability Testing
Programming: HTML, CSS, JQuery

EXPERIENCE

Enel X | UX/UI Designer   Oct 2022 — May 2023

- Ensured design consistency and quality across digital products by helping the company transition to a new design system.
- Collaborated with stakeholders to design complex global processes and features based on user feedback and market needs.
- Mentored associate designers and contributed to the growth of the UX Design team.
- Developed research plans and reports that lead to actionable insights.
- Conducted W3C audits on global applications to ensure compliance with accessibility standards.

Cash App Project | UX/UI Designer   *Feb 2022 — Feb 2022*

- Facilitated usability tests to validate project assumptions.
- Outlined the user journeys of central processes using research insights.
- Completed a competitive analysis to capitalize on gaps in the market.
- Redesigned central processes to appeal to both current and competing product users.

Miranda Holliday Portfolio | UX/UI Designer   Aug 2021 — Sep 2021

- Interviewed users to understand their wants, expectations, and needs.
- Created user personas based on shared motivations and pain points from research.
- Identified shared success factors in products targeting the same audience.
- Delivered a user-centric product that helped client secure representation within a month.

Homes For Value | UX/UI Designer   Dec 2020 — Feb 2021

- Collaborate with stakeholders to define product requirements, user expectations, and business goals.
- Transformed a postcard into an accessible, cross-platform digital experience that aligned with the company's core values and messaging.