

# Robert Dixon

(443) 862 8743 | RobertDixn369@Gmail.com | <https://RobertDixn.github.io/Portfolio>

## EDUCATION

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Towson University | Towson, MD | BS in Information Systems

May 2021

## SKILLS

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**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

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**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** | 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.

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## **KIRUNIVERSE** | Web Design Intern

Dec 2020 — Jun 2021

- Updated web pages based on curated content and data from Google Analytics and Google my Business.
- Developed content and copy for a variety of marketing materials, including web pages, blog posts, and email campaigns.
- Lead weekly design meetings, presenting design concepts that assisted in the attainment of reducing bounce rate on featured web pages by 30%.

## **Daughter's Cafe** | Full Stack Developer

Jun 2019 — Aug 2019

- Collaborated with stakeholders to identify business, product, and user requirements.
- Produced low to high-fidelity mockups of the company's website using Adobe XD.
- Developed an accessible and responsive website using HTML, CSS, and JQuery that had cross-browser compatibility.