

# ROBERT SMITH

## User Experience Designer II

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

### SUMMARY

Helping organizations obtain a competitive advantage by delivering experiences across console, app, web and TV. Worked at world-class digital shops and in various components.

### CORE COMPETENCIES

White boarding, Post-Its, Sharpies, Teammates.

### PROFESSIONAL EXPERIENCE

#### User Experience Designer II

**ABC Corporation - September 2011 – December 2013**

##### Key Deliverables:

- Redesign and architect new environments for casual gamers worldwide.
- Produce detailed wireframes, interaction maps, flowcharts, spec documents to effectively communicate designs and product requirements.
- Design many of the core features, advertising platform integration, MTX store (our online store) and purchase flow.
- Initiate and establish a healthy design process including the creation of project estimates, milestones, heuristic evaluations, contextual inquiries.
- Created advanced interactive prototypes using conditional logic and stored data in Axure RP for use in usability tests.
- Prototypes also used to demonstrate and document desired interactions for product design and development.
- Responsible for project hi-fi wireframes, sitemaps, and user/process flows.

#### User Experience Designer

**Lynn University - 2006 – 2011**

##### Key Deliverables:

- Charged with improving the UX of the university's public web sites.
- Increased conversions for key business objectives, including information requests (+10%), applications (+18%) and campus visits (+24%).
- Develop a digital style guide and responsive design pattern library to ensure UI/UX and brand consistency across multiple platforms.
- Collaborate with the CMO and Creative Director to rebuild the main web site, improving design, content delivery and publishing workflows.
- Define requirements for the selection of an enterprise level content management system (CMS).
- Advise on overall usability and implementation strategies.
- Manage agency partners to ensure deliverables conform to UX design and brand standards..

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### EDUCATION

- BComm in Information Technology Management - (Ryerson University - Toronto, ON)