

# Rob Grabowski

## UX/UI DESIGNER & DEVELOPER

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(781) 296-7362

robgrabowski.com

Experienced Designer & Developer advocating for the user. I believe the user is always at the core of design. I make websites and mobile apps usable so companies get more value from their customers.

## SKILLS

Figma, Sketch, Axure, Adobe Illustrator, Adobe

Photoshop, InvisionApp, ,

Agile, JIRA, Balsamiq, Logo

Design, Low/High Fidelity

Wireframing, User Surveys,

User Research, User

Personas, User Flow

Diagrams, Sitemaps,

Mockups, Typeface, Color,

Visual Hierarchy, HTML5,

CSS, Markdown, Javascript,

JQuery, PHP, C#, ASP.Net,

MySQL, SQL Server

## EDUCATION

### Bloc

UX/UI Design

2016 - 2017

### West Virginia University

B.S., Business Administration,  
Finance

1990 - 1994

Portfolio and other  
work samples at  
[robgrabowski.com](http://robgrabowski.com)

## EXPERIENCE

### DIRECT WINES INC.

UX/UI Designer

August 2019 - Present

- Designed UI to pick up wine at local FedEx, Walgreens, and other locations.
- Redesigned the checkout flow for multiple brands resulting in a 44% increase in conversions.
- Redesigned the main navigation for Wall Street Journal Wine (WSJwine).
- Redesigning a wine case customization tool.
- Designing a dashboard for wine club members.
- Developing a react component-based design system with Figma integration.
- Conducted User Testing for all projects.

### FACTSET

Senior UX Specialist

March 2019 - July 2019

- Designed a notification system for new apps, research recruitment efforts and system emergencies.

Interaction Designer / UX Specialist

July 2017 - Feb 2019

- Collaborate with design team on new design standards.
- Present designs to key stakeholders and agile team.
- Designed an onboarding system for approximately 1000 new users a week.
- Conduct user research to understand workflows and validate design ideas.
- Designed message board for investment research notes.
- A team member of FactSet's responsive design effort.

### DESIGN CONSULTANT

YOUR PRIVATE EYESTYLIST

Jan 2017 - July 2017

- Refined business objectives through a business/brand questionnaire.
- Conducted user surveys to create user personas and user flow diagrams.
- Created a Sitemap and did a content analysis based on the business offerings.
- Designed and Developed Responsive Home Page with javascript transitions.

### FANDISTRO

Director of Business Development

April 2011 - June 2016

- Built a business concept from the ground up to an award nominated company.
- Co-managed all aspects of the development cycle including UX/UI Design, Quality Assurance, Front End Development, and Database Design..
- Increased signups by over 200% from doing a signup flow analysis and redesign.
- Utilized customer service user feedback to spearhead UI improvements.
- Designed Sales outreach materials.