

Rob Grabowski

UX/UI DESIGNER & DEVELOPER

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robgrabowski.com

WORK EXPERIENCE

ALLEGION, Senior Interaction Designer

May 2022 - Present

Designing a mobile app that interfaces with a physical product.

- Conducted discovery research to understand current product pain points.
- Created Journey map and Problem Statements to present to stakeholders.
- Designing wireframes for mobile app.

DIRECT WINES INC., UX/UI Designer

August 2019 - April 2022

- Designed UI to pick up wine at local FedEx, Walgreens, and others.
- Redesigned the checkout flow resulting in a 44% increase in conversions.
- Redesigned the main navigation for Wall Street Journal Wine (WSJwine).
- Designed a dashboard for wine club members.
- Created a react component-based design system with Figma integration.
- Conducted User Testing with prototypes for all projects.

FACTSET, Senior UX Specialist

March 2019 - July 2019

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

FACTSET, Interaction Designer

July 2017 - Feb 2019

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

CONSULTANT, Your Private Eyestylis

Jan 2017 - July 2017

- Refined business objectives through a business/brand questionnaire.
- Conducted user surveys to create user personas and user flow diagrams.
- Designed and Developed Responsive Home Page with js transitions.

FANDISTRO, Director of Business Development

April 2011 - June 2016

- Built a business concept from the ground up to an award nomination.
- 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% after signup flow analysis and redesign.

ABOUT

Experienced UX Designer advocating for the user. I make websites and mobile apps usable so companies get more value from their customers.

In my free time I'm either with my family, exercising, or playing my guitar.

MAIN SKILLS

Figma, Sketch, Axure, Adobe Illustrator, Adobe Photoshop, InvisionApp, Agile, JIRA, Balsamiq, Low/High Fidelity Wireframing & Mockups, User Surveys, User Research, User Personas, User Flow Diagrams, Prototyping, Sitemaps,, Typeface, Color, Visual Hierarchy, HTML5, CSS, 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 work samples:

robgrabowski.com