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**

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.