ROB MCCOY
Product Designer

CONNECT

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(724) 689-9576

EDUCATION

Edinboro University of Pennsylvania
BA - Communication & Media Studies
Class of 2011

EXPERIENCE

UX DESIGNER Blizzard Entertainment · 2016 - PRESENT

Work in cross-functional teams to gather and synthesize user data, business objectives and organizational dependencies to define, design, ship and iterate on mobile products and features that meet long term goals.

Own the design of products end-to-end and act as the primary design point of contact, proactively communicating, educating and defending strategy and design decisions to partner teams, executive leadership and stakeholders.

Evaluate and validate solutions through the lens of Blizzard's business, our partners and our players via tools such as A/B testing, usability studies and data analysis.

Provide mentorship, advocacy and guidance to junior designers and other members of the team.

UX DESIGNER Brunner · 2014 - 2016

Worked in cross-functional teams consisting of designers, developers, strategists, project managers and traditional creatives on a variety of high-impact client projects, such as websites, native apps and other digital products from inception to launch.

Responsible for communicating design solutions to internal partners and clients via deliverables, including but not limited to, site maps, user flows, wireframes, design comps and prototypes (across a range of fidelity).

Provide input on scope of work documents and assist in the formulation of project timelines, KPIs and the definition of deliverables for client projects.

Work as part of an internal strike team to identify evaluate and implement cutting edge UX practices, tools, services and methodologies for use in client projects.

ART DIRECTOR (UI/UX) Agency1903 · 2013 - 2014

Worked in conjunction with a multidisciplinary team to concept, design and launch a variety of high-impact digital products for clients in the eCommerce and higher education spaces.

ASSISTANT EDITOR & DESIGNER Pittsburgh Magazine · 2011 - 2013

Responsible for both visual and written content creation including articles, newsletters, website pages and other digital assets.

Design Tools	Code	Research	Platform Familiarity	Methodologies
Sketch	HTML	Usability Lab Studies	iOS	Agile
Framer	CSS	Card Sorting	Android	Kanban
Principle	Javascript	A/B Testing	tvOS	
Figma	Experince with		Fire TV	Project Tools
Axure	Node & Angular	Analytics	Roku	Jira
Adobe CC		Google Analytics		Confluence
Invision		Tableau		Trello
Zeplin				