

Robert Dixon

(443) 862 8743 | RobertDixn369@Gmail.com | LinkedIn | Portfolio Link

EDUCATION

Towson University | Towson, MD | Bachelor of Science in Information Systems

SKILLS

Tools: Figma, Figjam, Sketch, PowerBi, Qualtrics, Touchpoints, Google Analytics, JIRA

Research & Design: UX Strategy, Service Design, User Research, Stakeholder Interviews, User Surveys, Journey Mapping, Usability Testing, Heuristic Evaluation, Workshop Facilitation, Stakeholder Engagement, Executive Communication, Data Analysis, User Flows, Information Architecture, Wireframing, Rapid Prototyping, HTML, CSS, jQuery

Security Clearance: Public Trust

EXPERIENCE

NTT Data - Client: U.S. Customs and Border Protection | UX Designer Oct 2023 — Current

- Improved the usability and accessibility of federal digital and physical services by leading usability tests, heuristic evaluations, and plain language reviews.
- Streamlined operations by conducting field research and 20+ stakeholder interviews, mapping service blueprints and user journeys that revealed systemic pain points and informed 50+ program-wide improvements.
- Enhanced stakeholder experiences through user survey development and analysis, using Touchpoints, Qualtrics, Power BI, and Excel to guide application and process improvements.
- Advanced digital transformation by building design systems with reusable Figma UI components and guidelines for websites, mobile applications, and dashboards.
- Facilitated stakeholder workshops and co-creation sessions, securing leadership buy-in for CX initiatives and recommendations to address customer pain points.
- Delivered executive-ready presentations, case studies, and infographics, translating research into actionable strategies and recommendations for senior leadership.
- Owned and delivered 3+ end-to-end projects, creating project roadmaps that aligned CX efforts with mission-critical objectives driving measurable improvements.
- Advanced agency-wide CX maturity by creating foundational research and design frameworks, streamlining UX research, and promoting cross-agency education.
- Conducted UX audits across 5+ enterprise applications, ensuring consistency, accessibility compliance, and alignment with UX best practices.
- Designed and implemented a recommendation tracker to measure adoption, monitor progress, and ensure accountability on agency-wide CX initiatives.
- Created multilingual poster boards that effectively advertised a new feature to target users to increase use.

Enel X | UX Designer

Oct 2022 — May 2023

- Enhanced usability of B2B SaaS dashboards by designing workflows informed by user research and validated through A/B and usability testing.
- Drove the adoption of a global design system by creating scalable Figma UI components and ensuring accessibility compliance with W3C audits across 4+ enterprise applications.
- Optimized digital experiences by developing user flows, wireframes, and prototypes to streamline multi-step administrative processes, reducing user friction.
- Partnered with engineers to adapt designs to development constraints, leveraging working knowledge of HTML/CSS to ensure seamless implementation.
- Strengthened team capacity by mentoring associate designers, fostering skill growth and promoting design best practices across projects.

Freelance | UX Designer

Aug 2021 — Sep 2021

- Built an accessible, responsive website using HTML/CSS/jQuery, that helped client secure agency representation.
- Strengthened product direction by conducting user interviews and developing detailed personas that shaped design strategy.
- Defined business, product, and user requirements during client calls, ensuring all design decisions align with strategic objectives.

KIRUNIVERSE | Web Design Intern

Dec 2020 — Jun 2021

- Reduced bounce rate on featured web pages by 30% by leading design reviews and presenting data-informed design concepts focused on increasing user engagement.
- Improved SEO and site performance by optimizing pages using Google Analytics and Google My Business insights.
- Produced digital content and marketing material including, web page copy, blog posts, and email campaigns, strengthening product visibility and brand engagement