

### Robbie Michael

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# **Professional Summary**

I am a designer, strategist, researcher, leader, mentor, and storyteller – committed to fostering innovation and delivering human-centered solutions that drive business success.

As a UX Strategist and Design Lead at Neighborly, I apply 20+ years of experience in UX design and management to deliver innovative and user-centered SaaS products for the home services industry by bringing ideas to life and developing seamless brand integration across consumer journeys. I help evangelize UX to our internal and external partners by aligning on experience principles and applying them consistently across our projects and initiatives to help create a shared experience vision throughout the organization.

### Create & Prototype

Figma

Axure

Visual Studio Code

Photoshop

Illustrator

#### Collaborate

Mural

Figjam

Whiteboard Sessions

#### Understand

Userlytics

Hotjar

Datadog

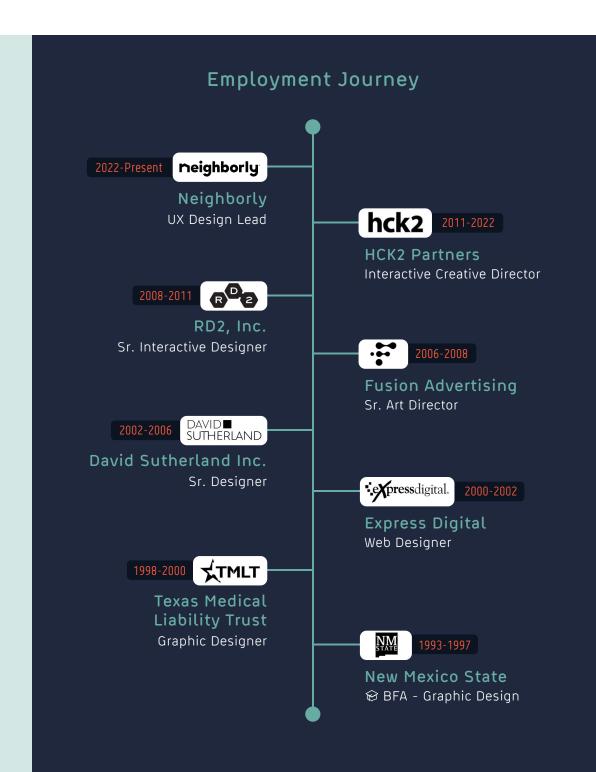
**Google Analytics** 

Dovetail

Lookback

### Artifacts

Roadmapping
Strategic Planning & Estimates
Research & Design Strategy
User Journeys & Flows
Personas & Use Cases
Wireframing
High & Lo-Fi Prototyping
Test Planning and Scripting
Result Synthesizing
Workshop Facilitation
Innovation Frameworks



# ideas + strategy + execution



### **User Research**

Methodology Interviews & Observation Synthesis Present Findings

## Design Strategy

Problem Definition
Business Objectives
Design Implementation
Design Audit
Differentiators

### Interaction Design

UX Patterns
Functional Minimalism
Consistency
Error Prevention

# Data Analytics

Methodology Metrics & KPis Hypothesis A/B Testing

#### UI Design

Best Practices
Creative Direction
Accessibility
Design Systems
Brand Standards

### **Content Strategy**

UX Writing Research & Auditing Asset Execution Plan SEO

#### **UX** Leadership

Collaborates
Removes Roadblocks
Creates Heros
Motivates
Inspires
Encourages

#### Soft Skills

Adaptabie Resourceful Collaborative Interpersonal Critical Thinking Patient