

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

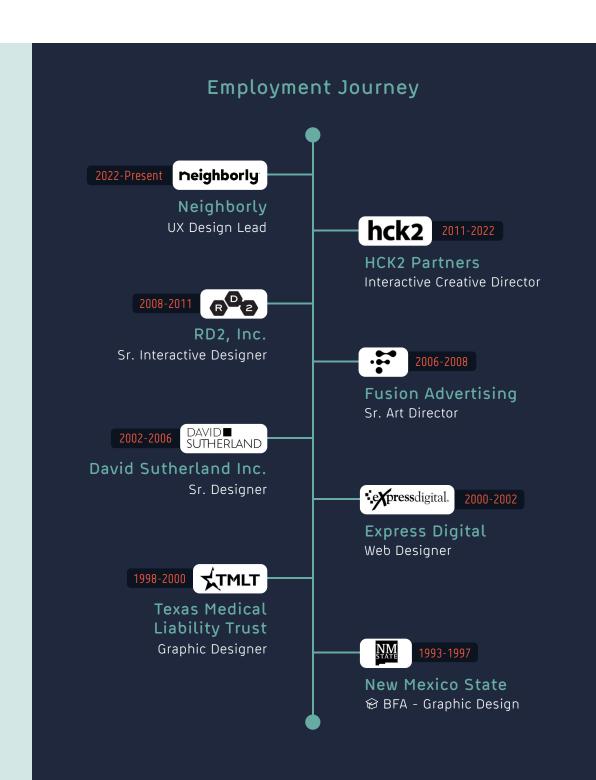
Google Analytics

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