



Robbie Michael

✉ bonseff@gmail.com
☎ 469-358-5544

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

Employment Journey

2022-Present **neighborly**
Neighborly
UX Design Lead

2008-2011 **RD2**
RD2, Inc.
Sr. Interactive Designer

2002-2006 **DAVID SUTHERLAND**
David Sutherland Inc.
Sr. Designer

1998-2000 **TMLT**
Texas Medical
Liability Trust
Graphic Designer

2011-2022 **hck2**
HCK2 Partners
Interactive Creative Director

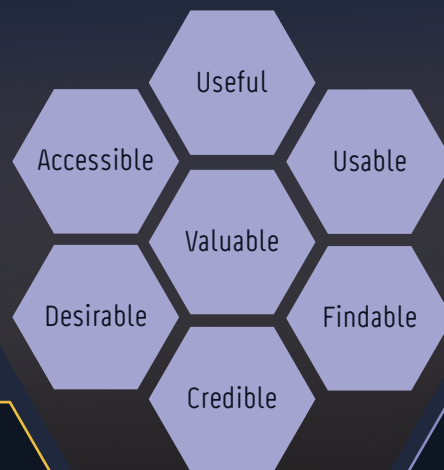
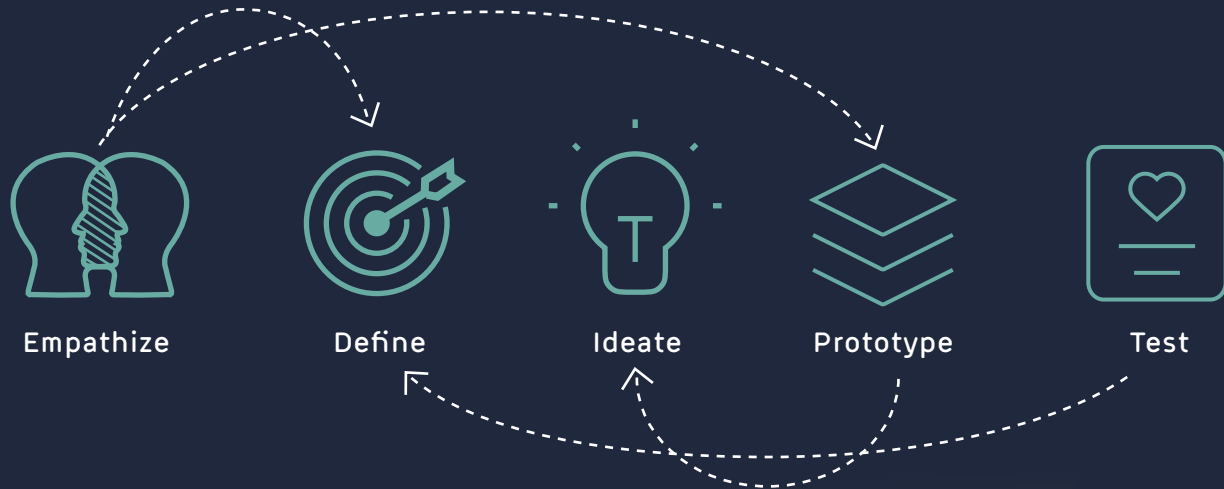
2006-2008 **Fusion Advertising**
Sr. Art Director

2000-2002 **Expressdigital**
Express Digital
Web Designer

1993-1997 **NM STATE**
New Mexico State
BFA - Graphic Design

ideas + strategy + execution

Inspiration to the Process – Method to the Madness



User Research

Methodology
Interviews & Observation
Synthesis
Present Findings

Content Strategy

UX Writing
Research & Auditing
Asset Execution Plan
SEO

Soft Skills

Adaptable
Resourceful
Collaborative
Interpersonal
Critical Thinking
Patient

Design Strategy

Problem Definition
Business Objectives
Design Implementation
Design Audit
Differentiators

Data Analytics

Methodology
Metrics & KPIs
Hypothesis
A/B Testing

UX Leadership

Collaborates
Removes Roadblocks
Creates Heros
Motivates
Inspires
Encourages

Interaction Design

UX Patterns
Functional Minimalism
Consistency
Error Prevention

UI Design

Best Practices
Creative Direction
Accessibility
Design Systems
Brand Standards