



Robbie Michael

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💻 portfolio: bonseff.github.io

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

