

# Robert Ramsey

UX Designer: Web, Mobile, TV

710 S Broadway #102 Los Angeles, CA 90014

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## QUALIFICATIONS:

Over fifteen years designing interaction and developing digital assets for high-profile brand campaigns, products and initiatives. Successfully lead creative teams in user-centered design principles and interactive media productions for Fortune 500, startup and non-profit brands. Broad cross-functional expertise in:

- User Experience Design
- User Interface Design
- Information Architecture
- Content Strategy and Production
- Branding and Marketing
- Design Thinking and Innovation
- Full Stack Front-End Coding
- Design Leadership and Team Building

## SOFTWARE AND CODING:

Adobe CC Master, Advanced Axure, Intermediate Sketch, Advanced HTML5, Intermediate CSS3, Intermediate JavaScript, jQuery, PHP and MySQL.

## WORK EXPERIENCE:

### **User Experience Designer, August 2013 - Present**

*Contract and Freelance Clients - Los Angeles, CA*

- Disney Movies Anywhere - Information Architecture and Content Strategy for product relaunch
- City National - Responsive UI and Visual design for online banking portal.
- Beyond Curious - UX Lead on toyotaeshowroom.com and lexusconnect.com
- Direct Partners Agency - InternationalDelight.com user experience (not launched)
- Pasadena City College - Information Architecture and UI specifications for site relaunch.
- Lunchbox Agency - Walmart Soundcheck and Elite Receipt Loyalty product UX.

### **Web Designer/Developer, March 2008 - June 2013**

*The Boys & Girls Clubs of America - Atlanta, GA*

#### Responsibilities

- Built web content management and publishing systems using Microsoft Sharepoint.
- Engaged Club teenagers by developing user centered content and rich media features.
- Created user experience and content strategy assets for digital properties.
- Developed digital products that activate sponsorship initiatives.

#### Accomplishments:

- Creator of myclubmylife.com teen website
- Developed and enabled tiered sponsorship assets for bgca.org
- Developed content management system and key templates for bgca.org
- 800% increase in time on myclubmylife.com.
- 200% increase in pages per visit on myclubmylife.com.
- 35% drop in bounce rate on myclubmylife.com.

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### **Web and UI Designer, January 2002 - December 2007**

*The Creative Group and Personal Clients Atlanta, GA and Los Angeles, CA*

- Boys & Girls Clubs of America - web design, myclubmylife.com.
- Mobients - mobile UX, banking/wallet application.
- Turner - PGAtour.com interactive advertising and web production.
- BellSouth.com - interaction design, interactive product demo.
- Cingular - interaction design, interactive product demo.
- Coca-Cola - user experience consulting, Customer Exchange intranet application.
- Beach Body - webisode brand packaging, milliondollarbody.com.

### **User Experience Director January 2000-June 2001**

*Rare Medium Inc. - Atlanta, GA / Los Angeles, CA*

Responsibilities:

- Hired and managed group of 25 architects, designers, writers and coders.
- Provided user experience design leadership throughout the organization.
- Developed content strategies and user experience for client websites.
- Directed visual design, information architecture, coding and content practices.

Accomplishments:

- Implemented 25 member UXD team, development process and full front end coding capabilities.
- Worked with UX and creative directors at regional offices to document a UXD Design Toolkit.
- Team selected from 15 global teams to develop Flash Global Sales Presentation.

### **Broadcast and Interaction Designer, June 1996 - January 2000**

*Formation Creative Media - Atlanta, GA*

Responsibilities:

- Produced film, video and motion graphics for broadcast, web and CD-ROM.
- Managed all digital conversion, file compression, file management and interactive development.

Accomplishments:

- Billed over \$800,000 for the company for 3 consecutive years.
- Over 100 commercial television credits for producing, directing and motion graphics.
- Designed 14 interactive projects on a variety of media including web, CD, laser-disc and VOD.

### **Multimedia Design Lead, 1993 - June 1996**

*The Coca-Cola Company, New Media Group - Atlanta, GA*

Responsibilities:

- Lead team creating assets for key global digital activations and experiential marketing initiatives.
- Authored interactivity for global, multiscreen corporate presentations worldwide.
- Designed motion graphics, edited video and scripted interactivity for special projects.

Accomplishments:

- Designed multimedia presentation that helped win multi-million dollar Blockbuster account.
- Planned and implemented 1 million dollar digital post-production and graphics studio.
- Implemented production methodologies that decreased motion graphics production costs by 90%.