Robert S. Harris

Manager, Product/UX Designer & Researcher, Front-End Developer
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SUMMARY

Highly capable UX producer, UX designer, UX researcher, front-end developer, and subject-matter expert with over 15 years of experience in the product development applying the human-centered design approach to bring MVPs, enterprise-level, and public-facing web products from concept to launch. Highly skilled in front-end web technologies including HTML5, CSS3, JavaScript, React, and other tools. Extensive experience collaborating with cross-functional teams, partners, stakeholders, product owners, managers, to overcome challenges, solve problems, ideate, and deliver impactful, successful results, and meet organizational goals. Exceptional communicator, adaptable, visionary, team leader, and strategic thinker, possessing a high level of empathy for customers and teammates.

TECHNICAL SKILLS

UX Design

Figma, FigJam, Relume, Zeplin, Adobe CC, InVision, Miro, Axure, Mural, Sketch, Customer Journey Mapping, User Interviews, Surveys, Focus Groups, field Studies, Personas, Wireframing, Information Architecture, Sitemaps, User Flows, Prototyping, Service Design, Empathy Mapping, Google Analytics, Affinity Diagram, Usability Testing, A/B Testing, Qualitative Analysis, Quantitative Analysis, Google Analytics, Adobe Analytics, Card-sorting, Competitive Analysis, Comparative Analysis, UserTesting, UserZoom, Heuristic Evaluation

Development

HTML, CSS, JavaScript, WCAG 2.1, RWD, Node.JS, Framer, NPM, API, Material Design, React, Next.js, Tailwind CSS, Next UI, Visual Studio Code, Git, SVN, Python, ChatGPT, TypeScript, Oracle, SQL, SDLC, Webflow, WordPress, Liferay

Management Tools & Frameworks

Kanban, Gantt, MVP, RICE, RACI, Kano Model, Jobs-To-Be-Done, Design Sprint, Design Thinking, Product Roadmap, Agile/Scrum, Double Diamond, Jira, SMART, Asana, Trello, Wrike, Office 365

ACCOMPLISHMENTS

Dream Medical   March 2023 — Present
Producer Manager (Consultant)

- Collaborate with the Dream Medical team to identify user needs and develop an intuitive user experience (UX) design for their website
- Leading the design and development of dreammedical.info using Figma, Adobe CC, Webflow, HTML, CSS, JavaScript, and React
- Creating sitemaps, wireframes, hi-fidelity designs, and prototypes using Figma and Adobe CC
- Use Webflow to build a responsive website that is easy to navigate and visually appealing, optimizing page speed and load time for a seamless user experience
- Conduct user testing and gather feedback to iterate on the UX design, ensuring that the website meets the needs of Dream Medical's target audience and drives conversions
- Incorporate branding and messaging guidelines into the design of the website, ensuring consistency across all

pages and touchpoints
- Creating user personas to describe and define the target users based on data derived from qualitative and quantitative research

Houz of Kings Apparel Print and Design   August 2022 — February 2023
Co-Founder & Lead Designer
- Designed custom t-shirt graphics and layouts for individual clients and organizations
- Collaborated with clients to understand their branding and messaging needs for each project
- Conducted research and stayed up to date with the latest trends in t-shirt design to create visually appealing and marketable products
- Worked with the print shop team to ensure designs were properly transferred onto the chosen materials and met quality standards
- Coordinated and managed timelines for multiple projects simultaneously to ensure timely delivery and customer satisfaction
- Maintained and organized a database of design files and client information to streamline workflow and improve efficiency

J & J Design   March 2022 — July 2022
Digital Producer (Contractor)**, Aquent**
- Created and implemented the project plan, defined tasks, timelines, and resources, and managed and tracked the project deliverables for the minimal viable product (MVP) launch and phase II of the Johnson & Johnson Learning Experience Platform
- Coordinated team meetings with stakeholders, sponsors, users, and development to gather and gain clarity and alignment on project requirements
- Planned and coordinated UX research with the Design OPs, including user journeys, usability testing, and define the IA
- Gathered feedback and actionable insights from usability testing resulting in a 25% increase in the net promoter score (NPS)
- Managed external vendors and collaborated with cross-functional teams tracking deliverables to ensure the quality of digital assets
- Collaborated with capabilities leads and PMO team members to define roles, efforts, and hire and allocate project resources
- Facilitated and led the daily standups and scheduled meetings with stakeholders and cross-functional teams to gain alignment on project goals, plans, and vision
- Led the team to meet the objectives and key results of the MVP and gain stakeholder buy-in for the second phase of the project
- Contributed to the product roadmap working closely with the solutions manager, product owners, Design Ops team, and stakeholders

General Assembly User Experience Design Immersive   February 2021 — Nov 2021
UX Producer & Designer
Completed a 450 hour in which I worked on 4 course projects including two individual and two team projects. Through this immersive course, I honed my skills as a UX researcher and architect and gained hands-on experience working on real-world design challenges.
- Conducted user research to identify pain points, needs, and goals of target users
- Analyzed user data to develop user personas, user journeys, and information architecture
- Developed wireframes and prototypes to test and validate design concepts
- Worked with visual designers to develop UI designs that align with user needs and business goals
- Utilized design thinking methodologies to ideate, iterate, and refine design solutions
- Presented design concepts and findings to stakeholders and received feedback to improve designs
- Collaborated effectively in a team environment, working with diverse skill sets and backgrounds

- Managed project timelines and deliverables to ensure on-time delivery of high-quality designs
- Demonstrated a strong understanding of UX design principles, tools, and technologies

KPMG   April 2017 — May 2020
UX Producer & Designer (Contractor)
- Led various business units in the redesign and migration of their site collections on the KPMG US Portal from SharePoint 2007 to SharePoint 2013 which improved the functionality, information architecture, visual design, and user experience for approximately 40,000 users
- Conducted UX research through user interviews and contextual inquiries with site owners, stakeholders, and content managers to identify users' pain points, and goals, and define problems
- Collaborated on and contributed to the design system based on brand guidelines
- Facilitated product roadmap workshops with executives, stakeholders, designers, and technical teams which resulted in alignment on UX vision, goals, and plan, and prioritization of product features
- Provided guidance as the SME on UX best practices to business units and local office content managers, and product owners on site architecture, visual hierarchy, and visual design elements
- Facilitated design thinking workshops with the UX team, stakeholders, and product owners
- Created content inventory tools to strategize and map content to UI components to execute plans and accomplish the vision and goals of the content and UX strategy

Pershing, Bank of New York Mellon   April 2014 — January 2016
Front-End Developer (Contractor)
- Worked as an independent contractor, engineered the adaptive, ADA, WCAG, adaptive, and desktop branding experiences for Pershing's client-facing trading platform
- Measurably improved the user experience on over 70 customer-facing websites using NPS, satisfaction rating, and ease-of-use rating
- Upgraded site functionality to comply with Americans with Disabilities Act (ADA), WCAG compliance requirements for equitable engagement and consumer accessibility
- Contributed to the product and UX roadmaps for the engineering team to establish our OKRs for the current, next, and future vision of the products

WorldShaker Interactive, Inc.   September 2007 — March 2013
Founder/UX Design Lead
- Developing and designing the ADA, RWD, and WCAG 2.1 standards for digital products using Figma and Adobe CC tools and HTML5, CSS3, JavaScript, and React.js.
- Conducting UX research to gather data and gain insights on potential users for a new e-commerce website
- Conducting market research using competitive analysis and comparative analysis
- Led the development of working prototypes in collaboration with design in the A/B testing phase of the redesign of saksfifthavenue.com Direct-to-Consumer e-commerce solution to measure customer behavior and gather performance data

PROJECTS   July 2006 — April 2014
Web Producer & Front-end Developer
Sony Music, wsj.com, saksfifthavenue.com, Cline Davis Mann - Pfizer, tvguideonline.com, touchtunes.com, thefrisky.com, bmwusa.com, Omnicom Media Group

EDUCATION & TRAINING
Bernard M. Baruch, CUNY
Bachelor of Business Administration — Computer Information Systems

General Assembly   February 2021 — Nov 2021

450+ hour User Experience Design program focused on user-centered design methods, affinity mapping, journey mapping, design thinking framework, UX and product road mapping, team collaboration, and client relations.

ACTIVITIES AND GROUPS
Interaction Design Foundation – Member
BRIC Certified Community Producer
100 Sterling Street Block Association – President
American Society of Composer Authors and Publishers (ASCAP) - Member