

ROB @ ROBMAKES.COM



WORK EXPERIENCE

UX DESIGNER

INRHYTHM

New York, NY

January 2015 - Present

June 2015 - Present @ American Express

In-house consultant UX Designer working with Product Marketing on digital acquisitions. Tasked with enhancing existing process flows and creating new products: from ideation and requirements to sketches and wireframes to full visual designs and presentation specs.

Jan. 2015 - May 2015 @ LendKey

Working as expert UX Designer in-house to provide modern, consistent, compliant, brand standard web app and mobile solutions for "LendKey Network" and other projects. From wireframes to prototypes and front-end dev., I worked with stakeholders and presented to teams, delivering projects on time.

FOUNDER & WEB DESIGNER

OPUSCULE

Queens, NY & Chicago, IL

2006 - Present

Helping small businesses get online and be found since 2006; compiling the best solutions for their brand, budget, needs and timeline. I've designed logos & wireframes, setup WordPress sites & email accounts, enhanced SEO presence and given hundreds of hours of tutorials.

CONTRACT FRONT-END DEVELOPER

RFI STUDIOS

New York, NY

September 2014 - January 2015

Working with some of the world's biggest brands, I helped bring the client's vision to life. From email newsletters to launching a new RFIstudios.com to coordinating A/B tests, there was a lot of work to be done!

FRONT-END DEVELOPER

YODLE, INC.

New York, NY

June 2013 - September 2014

Supporting the Marketing team on projects and initiatives from start to finish, I help define the user experience, and through agile work flow, code the email or landing page or website. Won 2014's hackathon with "Push & Shove."



SKILLS

UX/UI/IA

Process Flows

HTML/CSS/JS

User Research

Marketing/Analytics

Email Newsletters

Wireframes

User Testing

Agile & Scrum

Social Media/SEO

Photography/Video

AdWords/PPC



SOFTWARE

Adobe Creative Suite

Sketch, Axure, InvisionApp

Git

Sublime/Coda

Final Cut Pro



EDUCATION

COLUMBIA COLLEGE CHICAGO, IL

2005-2007

Television Producing & Writing

CA STATE UNIVERSITY SACRAMENTO, CA

2002-2004

Business Administration, Accounting

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