

# Rob Abby

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## Objective

I am a seasoned User Experience & Product Professional with 8+ years of Software Engineering, Product and UI/UX experience. I seek to consistently challenge the status quo and raise the bar for quality and collaboration. I believe in building innovative, people-centered products and processes through experimentation and continuous learning.

## Experience

### **SENIOR SOFTWARE ENGINEER | PARTYSLATE | DECEMBER 2018 – PRESENT**

Working in an early-stage startup environment, collaborating with Product and Design on multiple features and initiatives, including the development of a Design System.

- Working across the entire breadth of partyslate.com implementing features and squashing bugs.
- Using latest React (with some hooks) on the client and Ruby/Rails on the server.
- Coaching junior and apprentice engineers with tools, resources and best-practices.
- Implemented Zeplin & Storybook to support building a Design System consisting of core page elements (Buttons, Inputs, etc.) along with Cards, Media Objects, and Layouts.

### **SENIOR USER EXPERIENCE DEVELOPER | PROJECT44 | JUNE 2018 – DECEMBER 2018**

Working within a Product Experience team defining and developing processes and features for project44's new User Interface products sitting atop their existing API based solutions.

- Implementing features into a React/Redux-based solution within tight timelines and scope.
- Co-leading the creation of a living style guide and UI component library with Ant Design.
- Built live-code prototypes and deploying them to AWS for gathering feedback and testing new features.

### **SENIOR UX & PRODUCT DEVELOPER | SAVO | MAY 2016 – MAY 2018**

Worked within Agile and Lean UX methodologies to take projects from discovery to implementation. Collaborated with Visual Design, UX Design & Research, Development, Product, and Delivery Managers to build quality, user centered products.

- Led the spinout of an autonomous, fully-functioning UI/UX team driving a user-centered process to influence product and feature prioritization.
- Led the initiative to modernize the frontend architecture in order to deliver high-quality, consistent interfaces in a micro-service environment using a set of Ember.js addons.
- Co-lead the creation of a living style guide consisting of UI components, design patterns, design tokens, and development best practices.
- Implemented leading industry trends such as Lean UX workshops and cross-disciplinary design studios using a user-centered process to define clear technology goals and influence product & feature priorities.

## **SENIOR FRONTEND DEVELOPER (PROMOTED JAN 2016) | SAVO | JUNE 2018 – DEC 2018**

Collaborated across multiple teams in development and the business to design, build, test and implement new products and features. Mentored and coached developers and designers to utilize consistent user testing, frontend development thought-patterns, stronger feedback loops, and other design best practices.

- Established the SAVO Front-End Guild - a bi-weekly meeting for all developers that covered Front-end development basics, best-practices, and industry trends.
- Worked closely with UX Design and Developers to create a component-driven approach to front-end development at SAVO using Ember.js and Atomic Design.
- Experienced a company-wide transformation from Waterfall to Agile and adoption of Lean UX principles.
- Implemented Responsive & Mobile First design patterns.

## **WEB DEVELOPER | WEB2CARZ | NOV 2011 – APRIL 2013**

Hired as the first developer and worked directly with the founders to implement a major redesign of the Web2Carz aging site, implement a new editorial segment, and develop an adaptive mobile solution.

- Worked closely with stakeholders and designers to implement new car viewing galleries, contact forms, article layouts and widgets that directly impacted revenue, bounce rate and conversion.
- Collaborated with a designer to develop a revamped, standalone app for Web2Carz that adopted cutting-edge, industry standards and increased conversions and revenue by 20%.

## **Skills & Abilities**

### **DEVELOPMENT**

- React.js, React Hooks, Mobx (state management), Apollo, GraphQL, Node.js, Jest, SVG, Git, Docker, Docker Compose, Storybook, SCSS, CSS Modules, Webpack, Prisma.

### **DESIGN**

- Collaborative Design, Mind Mapping, User Centered Design, Lean UX, Affinity Mapping, Hypothesis Testing, Wireframing, Interaction & UI Design, Rapid Prototyping, Design Workshops.

### **PRODUCT**

- Certified Scrum Product Owner, User Story Writing, Backlog Grooming, Opportunity Trees, Assumption Mapping, KPI's, Jobs to be Done, Product Promises, Lean Canvas Creation, Hypothesis Generation

### **TOOLS**

- VS Code, ZSH, Sketch, Zeplin, Firefox Developer Edition

### **PLATFORMS**

- Digital Ocean, AWS, Ubuntu Server, Windows (WSL2), OSX, GitHub