Rob Abby

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I am a seasoned developer with 8+ years of development, 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. Prior to my career in technology and software, I spent 8 years honing my management and interpersonal abilities in the hospitality industry.

project44
Senior User Experience Developer | June 2018 – Present

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 using modern development best-practices (Jest, Enzyme, ES6)

- Co-leading the creation of a living style guide and UI component library with Ant Design & Rollup.js.

- Building live-code prototypes and deploying them to AWS for gathering feedback and testing new features.

The SAVO Group
Senior User Experience & Product Developer | May 2016 – May 2018

Works within Agile and Lean UX methodologies to take projects from discovery to implementation. Collaborates 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 an 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) | April 2013 – May 2016

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.

- Co-lead the adoption of the Ember.js Framework and the eventual implementation of Ember Engines in a CI/CD delivery environment.

Web2Carz.com, LTD
Web Developer | November 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%.

Other Previous Experience
School of Life | 2004 – 2011

- Provided Freelance web design to restaurants and small businesses in Chicago's North Shore.

- Held various management positions in Construction & Hospitality.

- Trained and managed diverse teams of 5-10 people across different businesses.

- Responsibilities included: interviewing, hiring and staff management, cash/revenue management, inventory management, and conflict resolution.

Skills
Development
JavaScript, ES2015+, Ember.js, React.js, React Native, Redux, Node.js, Gatsby.js, CSS, Flexbox & Grid, SCSS, LESS, SVG, Cross-Browser & Cross-Platform Testing, DOM Manipulation, Web Font Embedding, CSS Animation, Git, JSON, Process Automation Tools, Responsive Design, Unit Testing, Integration Testing, Acceptance Testing

DevOps/Misc
AWS, Digital Ocean, Jenkins, GoCD, Ubuntu Server

Design/UX
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