

ROBERT WEISBECKER

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EDUCATION

Maryland Institute College of Art

Master of Professional Studies,
User Experience Design

Expected completion: Dec. 2017
Current GPA: 4.0

University of Michigan, Ann Arbor

Bachelor of Arts, Cognitive Science
Minor, Art & Design

University Honors, 2016
Major GPA: 3.30

EXPERIENCE

FindBlue

Lead Student Designer
Jan. – May 2016

Served as visual/UX designer for FindBlue, an app made for and by Michigan students
Developed user personas & journeys and produced interactive prototypes for testing, in addition to logo design and visual identity responsibilities

The Michigan Daily

Cartoonist/Illustrator
Jan. – May 2016

Worked as an Opinion Section staff member for Michigan's student-run newspaper, maintaining a biweekly cartoon column focused on politics and student life
Created illustrations & graphics to accompany editorial pieces and articles

Parking Panda

UX/Design Intern
June – Aug. 2015

Conducted the company's first testing program to help identify redesign priorities, testing scenarios based on key user goals in order to expose user friction points
Researched & compiled competitor analysis reports to support developers in resolving usability issues during site and app redesign efforts
Revamped and standardized the visual language of PP's existing suite of online ads
Designed additional graphic assets as needed, such as signage, merchandise, iconography, and playful graphics for use in social media and email promotions

Range/TownHound

Freelance Designer
2014–15

Provided freelance design work for Range Messenger and its successor TownHound
Generated print & digital advertising, UI mockups, logo designs, & other design needs

Buzd Mobile

CF, UI/UX Designer
Feb. – Aug. 2014

Co-founded an event-sharing iOS app with a group of fellow students as a sophomore
Wireframed and prototyped the app's early iterations from sketch to screen
Produced style guides and design specifications to pass onto developers

SKILLS & INTERESTS

Painting · Drawing · Illustration · Typography
User Research/Testing · Wireframing & Prototyping (Axure, InVision)
Photoshop · Illustrator · InDesign · HTML/CSS