



Bob Weisbecker

Product & Systems Designer

bob.fyi ↗

- ✉ email yo@bob.fyi
- in linkedin [@robertweisbecker](https://www.linkedin.com/in/robertweisbecker)
- github [@robertweisbecker](https://github.com/robertweisbecker)
- read.cv [@weisbecker](https://read.cv/@weisbecker)
- phone [410-916-8530](tel:410-916-8530)

Experience

Dec 2022 – present

EVERFI

Principal Designer, Design Systems

- Currently leading the design and implementation of EVERFI's Unified Design Language, consolidating product and platform design systems into a new organization-wide design system built in React
- Creating and maintaining a family of connected Figma libraries, including design tokens synced to codebase in Github
- Defined design & engineering strategies, outlining component development sequencing, migration cadence, and long-term product adoption roadmap

June 2022

Principal Interaction Designer, Platform UX

- Joined forces with Platform designers to ideate & pitch a shared design system to CPO, CTO
- Served as design lead throughout discovery – performed audits, presented findings and proofs of concept, and established design foundations & shared patterns

March 2020

Senior Interaction Designer, Product

- Devised a style system and SCSS architecture to create Furnace, EVERFI's product design system – supporting custom theming, whitelabeling, & WCAG 2.1 AA criteria
- Worked cross-functionally with product management, engineering, accessibility, learning experience design, UX, and visual design as we rebuilt our system from the ground up:
- Held workshops, wrote docs, contributed & reviewed code, triaged bugs, and led system governance, in addition to designing each component and defining API
- Created and solely maintained Figma component library used by 30+ designers working across 72 products

April 2018

Interaction Designer, Product

- Shifted roles to oversee the expansion of Product team's nascent component library
- Piloted design systems practice, coordinating with product management to define contribution and feedback process along with roadmap and sprint planning

Aug 2017

UX Designer, Product

- Product design lead for Achieve, EVERFI's flagship adult digital financial education product, establishing its look & feel, user journey and architecture, interaction library, and pattern library
- Served as co-UX Lead for EVERFI Engage

Spring 2017

Product Design Intern

Introduced design org to design systems and component libraries, migrating team from Adobe XD to Sketch (and later Figma) to allow rapid prototyping of e-learning courses

Winter 2017

National Public Radio

Design Intern, Research & Development

Worked in tandem with a developer to redesign and rebuild NPR's Mapping and Population System, a web app displaying public radio station coverage across the country

Summer 2015

Parking Panda (acquired by SpotHero)

UX/Design Intern

Assisted with asset production, performed user testing and usability audits, and created iOS & Android app mocks

Education

Maryland Institute College of Art

Master of Professional Studies in User Experience Design

2016 – 2017

University of Michigan, Ann Arbor

BA, Cognitive Science

Minor, Art & Design

2012 – 2016

Tools & Skills

- Figma, Tokens Studio
- Framer, Webflow, Principle, Flinto
- HTML, SCSS, React, Tailwind, Handlebars, Gatsby, Jekyll
- WCAG 2.1, ARIA, Fable Digital Accessibility
- Design Tokens, Styled System, Theming, Typography, Color, Spacing & Layout
- Product Leadership, SAFe Agile, Scrum Planning, Jira, Confluence, Productboard, Notion

Hot Takes

- You probably don't need component-level tokens, you just need better naming conventions
- Designers should code – after all, architects know how bricks work
- If your design system isn't accessible, it's just a UI kit
- PMs are good!
- Zootopia is a remake of LA Confidential