



Bob Weisbecker

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Experience

Dec 2022

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
- Migrated existing Figma assets into a global set of connected libraries with design tokens synced to React codebase in Github
- Assumed various program management responsibilities to chart implementation strategy and outline longer-term release & adoption roadmaps

June 2022

Principal Interaction Designer, Platform UX

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

March 2022

Senior Interaction Designer, Product

- Devised a style system and SCSS architecture to revamp EVERFI's course component library – enabling custom theming, whitelabeling, internationalization, and mobile-first responsiveness
- Worked cross-functionally with product management, engineering, accessibility, learning experience design, UX, and visual design as we rebuilt our system from the ground up: holding workshops, writing documentation, contributing and reviewing code, triaging bugs, and prioritizing requests
- Created and solely maintained Figma component library used by 30+ designers working across 72 products

April 2019

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

- Led design of Achieve, EVERFI's flagship adult digital financial education product, establishing its visual design, user flow, and pattern framework
- Served as co-UX Lead for EVERFI Engage

June – Aug 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

Jan – April 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

June – Aug 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, Handlebars, 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