

Robert Heath

UX/UI & Creative Design Lead



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Design leader with 15+ years of experience designing products and user experiences across iGaming, fintech, and digital marketing. Proven track record of creating design systems that drive measurable business results, including significant increases in conversion rates and engagement. Combines strategic design leadership with hands-on technical skills to deliver scalable solutions that strengthen brand authority and optimize user experience across multiple platforms.

Notable brands I've worked with



Work Experience

Sep 2024 - Present

Creative Manager @ **Pidwin**

- Created and scaled the company's inaugural design department, overseeing the development of a multidisciplinary team of designers and illustrators to streamline workflows and accelerate project delivery across multiple iGaming products.
- Directed the end-to-end design and launch of proprietary games (Blackjack, Mines, Dice, Limbo), enhancing the company's gaming portfolio and driving user engagement.
- Designed and implemented scalable Figma-based design system, standardizing UI/UX patterns and improving cross-property design consistency and efficiency.
- Led the design of product features to optimize user experience, including user wallet, event systems, rewards hub, navigation systems, and games library interface.
- Designed and produced high-fidelity 3D assets using Blender and Zbrush for in-game interfaces and marketing collateral, amplifying player retention and boosting the impact of platform events and new product roll-outs.
- Led the branding and MVP product design of proprietary currency exchange SaaS service.

Nov 2020 - Jun 2024

Principal Designer (Product & Brand) @ **Flyclops**

- Designed and built a Figma-based component library for Flutter development.
- Led feature design for persistent chat, in-game emotes, profile 2.0, collectibles, themes, and meta-game updates, improving app functionality.
- Developed A/B testing strategies for player on-boarding, reducing churn and boosting engagement.
- Created visual design of ranked badges, avatar frames, emotes, collectibles, and custom themes, enhancing player customization and value.
- Designed mascots for brand marketing and in-app use, handling character design, 3D modeling, animation, and asset rendering; featuring mascots increased installs and brand engagement.
- Led brand, UI, and feature design for 'Domino! Solo,' optimizing game play for single-player audiences in Unity with new boards and music settings.

Dec 2019 - Nov 2020

Senior Designer (UI/UX & Brand) @ AWeber

- Led the comprehensive redesign of aweber.com, enhancing user engagement, conversion rates, and brand authority.
- Improved key ad-targeted landing pages through design iteration and A/B testing, resulting in higher user interaction, reduced bounce rates, and a 4-6% increase in account sign-ups.
- Conceptualized and designed info graphics, digital ads, social media assets, marketing guides, and video explainers, increasing market and first-time user engagement.
- Developed front-end components for the website redesign, landing pages, customer resource indexes, and account sign-up/login pages.
- Designed and developed 3D robot mascots to promote automation tools, implementing them across the website and marketing materials to enhance brand visibility and highlight key features.

Dec 2017 - Dec 2019

Senior UI/UX Designer @ LendingTree

- Led UI/UX design for automotive, mortgage, and business loan sectors, collaborating directly with company leadership to enhance user experience on LendingTree, SnapCap, ValuePenguin, and DepositAccounts websites.
- Created the longest-running, high-converting website lead generation form, adopted across all major loan sectors, enhancing lead capture efficiency.
- Developed ad-targeted landing pages, conducted user acquisition tests, and improved page features, boosting engagement and application completion rates.
- Designed the LendingTree app's credit card and business loan pre-approval indicators, increasing user applications.
- Provided front-end development support for web components during the LendingTree site redesign.

Jul 2015 - Dec 2017

Design Lead & Front-End Developer @ Red Ventures

- Led UI/UX design for the Energy division web portfolio, rebranding and redesigning SEO templates and the checkout process on ChooseEnergy.com to enhance user experience and engagement.
- Designed the MyMove 'Movers' lead portal, introducing a new service vertical to expand the existing MyMove platform.
- Directed landing page design for Upside.com, developing geotargeted city pages that boosted user interaction and strengthened brand authority in each city.
- Developed SEO and movie/TV show page templates for Hulu.com, driving increased user engagement and account sign-ups.
- Provided front-end development for the Frontier digital partnership, constructing complex landing page flows and account sign-up pages for consumers and the digital sales team.
- Mentored students in design and front-end development at Road2Hire, a non-profit workforce academy, fostering the next generation of designers and developers.

Sep 2005 - Jul 2015

Designer/Developer @ One Brand Marketing

- Led design and front-end development for imageMedia.com, eddmEXPERTS.com, and GrowMail.com, focusing on landing pages, SEO, user acquisition tests, and brand updates. Optimized product information and introduced upsells to boost customer orders and reduce support calls.
- Directed integrated brand marketing campaigns across email, direct mail, and local community advertising channels. Managed brand social media accounts, produced explainer videos, and engaged with customer leads to enhance brand visibility and drive product and service promotion.