

# Rob Seaman

## UX Designer / Architect

Inspired to disrupt and reinvent industry and the digital world ...

20 years transforming how customers do business and think. Worked and consulted with start-up Entrepreneurs to Fortune 100 companies. Piloting the fusion of design thinking and creative engineering to equip users to interact with their devices, content, and each other socially. Striving to make our everyday digital experiences and tasks simple, everywhere and anywhere.



### RECENT UX WORK

UX Principal Architect for IHS Global - IHS Systems Inc. // 2015 - 2018

- requirement analysis and scoping for billion dollar platform "Connect"
- wireframe and interactive design. Including mobile/desktop
- mentored and lead small team of UX designers and large team of business analysts, solving business line problems and helping with client priorities/requests
- conducted user interviews and global research
- collaborated with large off shore development teams. 70+ developers
- created, governed and managed software pattern library/design system

UI/UX Design for Pearson Education - Pearson Inc. // 2014-2015

- iPad app design and desktop reporting and student grading tool
- wireframed, prototyped, created documentation for development team

UI/UX Design for CSU Website - CSU Global Campus // 2014-2015

- responsive design and developed HTML5 product
- wireframed and prototyped using UX Pin
- met with stakeholders, solidified requirements and business objectives

UI/UX Design for SaaS Client Portal - RevGuard // 2014

- designed a responsive portal. AngularJS single page application
- UX deliverables (wireframes, design, UXPin prototypes)
- delivered SaaS product roadmap and strategy through Q2 of 2015
- lead and mentored small team of designer and developers.

UI/UX Design for AT&T Acquisition - Cricket Wireless // 2014

- designed user flows for AT&T acquisition of Cricket in CRM
- lead UX team of 3 designers and developers on \$50M+ project
- UI/UX deliverables (user journeys, user interviews and analysis)
- designed boilerplate/bootstrap pattern library for UX and dev teams

Device Financing and Trade In Product - Cricket Wireless // 2013-2014

- lead UX team of 2 for \$20.5M+ project
- architected experience for store employees and customers
- delivered mockups, application user flows, visual requirements
- created UX data analysis and research program, introduced and in-house user focus group and field tactical teams. Interviewed users

Lifeline Mobile Product - Cricket Wireless // 2013

- iPad and Surface mobile app for set up of Lifeline customers
- interviewed users, performed competitive analysis and research
- UX/UI designed the tablet/mobile product and experience
- managed 3rd party development team of 7
- introduced UX grading system/reporting for standup updates
- Improved UX/CX 4 days to 4 minutes for sign-up and approval



720.435.8273



rob@uxbyrob.com



www.uxbyrob.com



www.twitter.com/guitarbyrob



www.linkedin.com/in/robertseaman

### <USER EXPERIENCE DESIGN />

Requirements Analysis

Wireframing and Rapid Prototyping

User Experience Stories/Persona's

User Centered Design

UX Architecture and Governance

UX/CX Innovation

Concept Design and White Boarding

User Focus Groups and Interviewing

Customer Experience Improvements

UX Reporting and Analytics

### <PROGRAMMING & CODING />

HTML5

CSS3

LESS / SASS

Javascript

PHP

Coldfusion

Objective C



## JOB HISTORY

### UX ARCHITECT AND PRODUCT MANAGER - INNOVATION TEAM // IHS INC 2015

Responsible for the ux architecture and product vision/roadmap for several products and projects at IHS. Collaborating daily with UX team members, executive leadership, product VP's, BA's and product owners. Driving user centered design and the importance of the user and their experiences in our business and product decisions. Lead a small design and large dev team.

### UX ARCHITECT, DESIGNER (CONSULTANT) // PEARSON EDUCATION 2014-2015

UX for mobile and desktop platform design, focussed on reports, assessment and analysis. Collaborated with business analysts, UX team members, product owners to pioneer a new iPad app for the education industry. Deliverables consisted of conceptual designs, information architecture, high and low fidelity comps and interactive storyboarding.

### UX ARCHITECT AND PRODUCT MANAGER - INNOVATION TEAM (CONSULTANT) // CSU GLOBAL CAMPUS 2014-2015

Lead fast paced project to launch marketing website for CSU Global. Collaborated with VP of Engagement and VP's of Operations and Innovation. Responsible for gathering and solidifying requirements, UX/UI concept designs, prototyping, HTML5 responsive development and project roll-out. Ran daily standup's with Internal IT teams. Assisted with QA team in UX testing and lead execution of defect management and resolution. Completed and met deadlines for web, radio and tv advertising. Hands on design/development.

### UI/UX MANAGER - EXPERIENCE AND INNOVATION // REVGUARD LLC, 2014

Responsible for the advancement and automation of RevGuard's cloud services to its growing brands and customers. Driving the user and customer experience and the setup/utilization of SaaS for A/B testing and customer retention.

- tasked for all UX deliverables
- collaborated on product development and design
- mapped out UX, technology and product strategies for company
- lead front-end Agile development team
- UX product principal architect

### UI/UX LEAD - UX SOLUTIONS ARCHITECT III // AT&T MOBILITY / CRICKET COMMUNICATIONS INC, 2009-2014

Guided and mentored the User Experience team. Created the UX ecosystem at Cricket and it's enterprise. Introduced new programs, processes and approaches for UX to the SDLC and agile/waterfall processes for both mobile and desktop. Key contributor in taking Cricket from a local network service provider to a national footprint.

Reduced development burn cycles by over 80% and assisted the comprehension of business ideas to IT and business analysts by 95%.

- head of UX team and its deliverables
- hands-on leadership and user advocate to IT and business team
- created and governed UX specs/processes across the enterprise
- developed UX and product roadmap for UI/UX team
- UX and solutions architect
- mobile and application product design and innovation
- yearly speaker at Cricket UX conferences and expos

## <DESIGN & MEDIA PRODUCTION />

### Adobe Creative Cloud (CC) Suite

### High Fidelity Design

### User Interface Enhancements

### Website and Application

### Powerpoint and Keynote Design

### Music Composition and Performance

## <FRAMEWORKS />

### jQuery / Mobile / UI

### Bootstrap / Foundations

### Angular JS

### Ruby on Rails

## <ENTERPRISE />

### Architecture Impact Assessments

### Creative Software Engineering

### Roadmaps, Application Enhancements

### Business/IT Process Improvements

### Agile/Scrum/Waterfall Experience

### Budgets and Forecasts

## <TEAM LEADERSHIP />

### Leadership

### Management

### On/Offshore Team Collaboration

### Business/IT Partnership

### Project Management

### Mentorship

### Vision and Direction

### Hiring and Interviewing

### Project/Team Costs and Estimations

## UI/UX DESIGNER - CONSULTANT

// FAT CAT PUBLICATIONS INC, 1995-2011

16 years of ownership of a professional design and development consulting firm. Worked with MTV, ESPN, AT&T, Guitar Player Magazine, Excalibur Vegas/ MGM Grand and Salon.com. Fat Cat employed full time 10 personnel and 3 contractors, Pioneering in web design and application development, search engine optimization, rich applications, and database system integration.

- company owner and president
- serviced and developed for 100+ clients and engagements
- hands-on programming and database architect/design
- managed development and design team of 5
- SEO specialist and internet marketing pioneer
- generated revenue of \$1 million 3rd year in business
- invented industry-first products that are in use today
- 80% of all clients stayed with Fat Cat 10 years or more
- first CSS, "div-less" government site in state of Colorado



## EDUCATION

Desert High School - Graduated 1989  
Lancaster Community College - Music Theory and Study  
Fat Cat Publications Inc - 16 Years in Business

### ONLINE SCHOOLS AND CURRICULUM

Lynda.com - (student since inception, studying Adobe Products & Design)  
CodeSchool.com  
TeamTreeHouse.com (enrolled in Front-End, IOS and HTML5 Courses)  
PluralSight.com - (enrolled in 20+ classes of UX design, dev and tech)  
Udacity.com - (enrolled in IOS and JAVA classes)  
TutsPlus.com - (enrolled in the latest podcasts and framework lessons)  
// (spend 2-4 hours a day studying the development and UI/UX "world")



## AWARDS

IHS Employee Top Performer - 2016-2017  
IHS Project Awards - 2015-2018  
Net Promoter / SatMetrix - 2012  
ATT, Customer Experience Ambassador - 2012-2013  
Cricket, Project Awards - 2010-2012  
Colorado Dermatology Conference - 2008  
Apple Seminar on iWeb and designing Flash sites 2008

## <METHODOLOGY />

Responsive Design

Progressive Enhancement

Mobile First

Object Oriented Programming

User Interface Patterns

Business Intelligence

AJAX/API Integration

Software Development Lifecycle

SEO and Google AdWords

Wordpress/Joomla/Sharepoint

Git/CVS/Subversion

## <PERSONALITY SKILLS />

Problem Solving/Troubleshooting

Individual and Team Player

Communication Skills

Presentation and Public Speaking

Creative and Passionate