

# Rob Seaman

## UX Architect / Product Manager

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

20 years transforming how customers do business and think. 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

#### Connect Platform, Data, Research and Analysis Portal // IHS Markit

- billion dollar platform, mobile/desktop
- led partnerships with global development teams. 70+ developers
- improved UX by 80% for contributing authors, analysts and customers
- expanded customer base to additional business lines and industries
- awarded for Energy, 2 year project, cited most successful in IHS history

#### Design System and Pattern Library // IHS Markit

- created, governed and managed across global enterprise
- collaborated and partnered with 15 development teams (100+ developers)
- created framework and rules system for UX designers. BA's and architects

#### iPad Student Assessments App // Pearson Education

- iPad/Tablet design and responsive desktop experience
- wireframed, prototyped, provided documentation for development team

#### CSU Pueblo Marketing Website // Colorado State University

- mobile and desktop responsive design. HTML5 product
- wireframed and prototyped using UX Pin
- met all deadlines for tv, radio, print advertising
- managed stand-ups and Agile project

#### SaaS Customer Retention Client Portal // RevGuard

- managed and led team of PHP/Javascript and UX developers
- converted legacy portal to responsive desktop/mobile platform
- delivered AngularJS single page application in 3 months
- delivered SaaS product roadmap and strategy through Q2 of 2015
- introduced UX methodology to Agile SDLC, improved output by 70%

#### Design for AT&T Acquisition of CRM // Cricket Wireless

- designed user flows and customer rep experiences for day "alpha"
- led UX team of 3 designers and developers on \$50M+ project
- created and directed research study program, Developers in the field

#### Device Financing and Trade In Product // Cricket Wireless

- led UX team of 2 for \$20.5M+ project
- architected experience for store employees and customers
- simplified trade-in process and handling times by 90%!
- delivered mockups, application user flows, visual requirements

#### Lifeline Mobile Product // Cricket Wireless

- iPad and Surface mobile app for set up of Lifeline customers
- designed the tablet/mobile product and experience
- managed and led 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



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### <USER EXPERIENCE DESIGN />

#### Requirements Analysis

#### Wireframing and Prototyping

#### User Experience Stories/Persona's

#### User Centered Design

#### UX Architecture and Governance

#### UX/CX Innovation

#### Concept Design and White Boarding

#### Research and Interviewing

#### Customer Experience Improvements

#### UX Reporting and Google Analytics

### <PROGRAMMING & CODING />

#### HTML5

#### CSS3

#### LESS / SASS

#### Javascript

#### PHP

#### Coldfusion

#### Objective C



## JOB HISTORY

### UX ARCHITECT AND ASSOCIATE DIRECTOR OF GLOBAL UX IHS MARKET INC 2015-2018

Responsible for the UX process, deliverables and vision/roadmap for several products and projects at IHS. Happily tasked in leading, managing and stemming a UX team and culture in the IHS enterprise throughout and across its world locations. Collaborating daily with UX designers, executive leadership, product VP's, B.A's and product owners. Driving user centered design and the importance of the end user and their experiences in our business and product decisions. Led a small design and large dev team.

### UX ARCHITECT, DESIGNER PEARSON EDUCATION 2014-2015

UX design for mobile and desktop platform. Focused on reports, IQ assessment and analysis. Collaborated and met 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 wireframes.

### UX ARCHITECT AND PRODUCT MANAGER CSU GLOBAL CAMPUS 2014-2015

Led 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, concept designs, prototyping, development and project roll-out. Ran daily stand-ups with internal IT teams. Assisted with QA team in UX testing and led execution of defect management and resolution.

### VP HEAD OF EXPERIENCE REVGUARD LLC, 2014

Responsible for the advancement and automation of RevGuard's cloud services to its growing brands and customers. Drove the user and customer experience and the setup/utilization of SaaS for A/B testing and customer retention. Led, directed and developed a design/dev team. Weekly presented progress, strategy and roadmaps to stakeholders, investors and business leadership. Tasked for all UX deliverables.

### UX MANAGER AT&T MOBILITY / CRICKET COMMUNICATIONS INC, 2009-2014

Created the User Experience team at Cricket Communications (acquired by AT&T Mobility). Introduced new innovations in developing, improving, measuring and managing the user and customer experience. Interviewed and hired members for UX team and estimated costs/LOE's for high profile projects.

A user and customer experience ambassador for the IT and Business enterprise. Led and mentored the user experience team while governing UX standards and practices across all customer facing touch points both internally and with external vendors. Maintained team deadlines and deliverables of visual requirements and design. Traveled nationally and internationally engaging with the user in research, study and analysis.

### UX DIRECTOR FAT CAT PUBLICATIONS INC, 1995-2011

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

## <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



## 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 Javascript 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