

# ROB SEAMAN HANDS-ON DESIGN LEADER. INSPIRED TO SOLVE HUMAN PROBLEMS

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rob@uxbyrob.com  
720-435-8273

www.uxbyrob.com  
www.linkedin.com/in/robertseaman

## LATEST PROJECTS

- Data Insights and Embedded Analytics Suite
- Forms and LMS Builder Applications
- Android Tablet/Phone Application with Material Design
- Mobile iOS Design with Apple Enterprise Partner Team
- Desktop/Web Content Distribution and Management Application
- Pandemic Customer Impacts and Communications Research
- Persona and User Journeys
- Initialization of Design System

## JOB EXPERIENCE

### PlayerLync / Director Of Design Sept 2018 - Present

Design enterprise mobile and desktop application experiences for retail, sports, utilities and restaurant verticals who include Starbucks, Chipotle, NFL, Crocs and Red Robin. Interface daily with design, product, executive leadership, sales, customer success, development and marketing teams. Own and accountable for UX solutions and deliverables which include research, personas, journeys, interactive prototypes and design specs.

### IHS Market / Associate Director Of Global UX March 2015 - February 2018

Principal UX architect. Collaborated daily with UX design team (8 designers), leadership, product analysts and owners. Mobile and desktop solutions for enterprise content portal, data insights and analytics applications. Hands-on interactive designer.

### RevGuard / VP Head Of Experience April 2014 - October 2014

Drove user experience principles and setup of SaaS automation for CRM routing and customer retention. Directed an Agile development team through Angular and HTML5 application implementation.

### AT&T Mobility / Cricket Communications / Principal UX Architect May 2009 - April 2014

Built a UX team, interviewed and hired members. Maintained team deadlines and deliverables of visual requirements and hands-on design for mobile and desktop solutions. Traveled nationally and internationally engaging with the user in research, study and analysis. Target base included 7 million active users.

## SKILLS

product design and strategy for responsive web and iOS/Android

user research and task analysis, concept ideation, wireframes, prototyping, interaction & visual design

team leadership, mentoring designers, coaching, vision, collaboration, business partnerships

## KNOWLEDGE

**Methods:**  
design thinking, design systems, mobile first, personas, journeys

**Tools:**  
adobe, invision, sketch, axure, justinmind, moqups, atomic.io, uxpencil.

**Frameworks**  
bootstrap, material design and ios. (html5, css3, javascript)

## EDUCATION

Desert High School  
Lancaster Community College

### Online Schools and Curriculum

Lynda.com, A List Apart, PluralSight.com, CodeSchool.com, TeamTreeHouse.com, Udacity.com, TutsPlus.com

## ACCOLADES

IHS  
Top Performer  
Project Awards

ATT & CRICKET  
Customer Experience Ambassador  
Project Awards

SATMATRIX  
Net Promoter Score Certification

## **CONTRACT and CONSULTANT WORK**

### **Clear/Point Consulting / UX Product Architect**

March 2018 - August 2018

Principal UX architect and hands-on interaction designer for top secret global digital transformation project. Deliverables included user research, requirements, visual designs, prototypes, UI specs, accessibility and style guides for data insights, dashboard and analytics applications.

### **Pearson Education / UX Product Designer**

December 2014 - March 2015

Lead UX designer for mobile and desktop platform. Collaborated with business analysts, UX team members, product owners to pioneer an iPad app for the education industry. Deliverables consisted of conceptual designs, information architecture, high and low fidelity comps and interactive wireframes.

### **Colorado State University / UX Product Manager**

November 2014 - January 2015

Led fast paced project to launch HTML5 website for CSU Global. Responsible for defining and solidifying requirements, concept designs, prototyping, development and project roll-out.

## **ENTREPRENEUR**

### **Fat Cat Publications / CEO and Owner**

February 1994 - January 2011

Owned and operated a consultant agency for web and application design. Serviced startups to enterprise organizations for industries including communications, transportation, music, art, real estate and finance. Responsibilities and daily tasks consisted of project management, principal designer, programming, sales, management for an 18 person team.