

# Rob Lee

UX Designer and Researcher

Linkedin.com/in/robert-lee23

240-217-7994

coachroblee@gmail.com

## Design Projects

### Be Right Back Mobile App

Designed a mobile app that tracks and monitors daily physical activity. The app allows users to create weekly goals and view milestones reached.

### BLCK Spade E-commerce

Created a e-commerce app for a local clothing store. The app gives users the ability to shop and make purchases with ease. I created a online shopping experience on par with other online store competitors.

### Slim and Husky's

Designed a landing page for their website. I created a page that promoted the companies brand and highlighted products that illustrated the foundation of the company. I also provided an option for new customers to stay connected with the company.

## Experience

### UX Designer & Research Consultant, Remote

Feb 2021-Present

Designed user-centered applications that maximized user engagement and cemented brand identity.

Educated startups on how to incorporate user research into product development.

Conducted interviews and usability sessions to identify user pain points, attitudes, wants and needs.

### Research Analyst, - Westat

May 2018- Present

Conducted research and analysis for multiple projects.

Supported data collections for surveys, interviews and site visits.

Setup and resolved project issues for stakeholders.

## Related Experience

### Outreach Researcher, Silver Spring, MD - AAHP

Jan 2018- Jan 2021

Helped raise awareness about health disparities. Conducted health screenings, interviews, collected web questionnaires, and supported quantitative analyses data.

## Skills

UX Strategy

User Research + Data Synthesis

Wireframing + Prototyping

Usability Testing

## Tools

Figma

Sketch

Adobe Photoshop

InVision

## Education

UX Design Certificate

Lean UX Workshop

Case study Development

University of Maryland

B.S. Public Health