

Robin Bobo

UX Designer / Researcher • Information Architect
(512) 394-8765 • robinbobo@gmail.com • robinbobo.com

Profile

I have MS in Human Factors in Information Design and over 14 years of varied experience working in software/website development, UX research (formative and summative), and design in the education and consumer electronics industries.

Work Experience

UX Research & Design Freelance - Remote • 2018-2019

- Usability research, lit reviews - K12 online education, BD Health
- Conceptual designs in satellite / police info systems - Numerica
- Image Consultant - Reading Plus • 2020
- Conceptual design and feature analysis - Think Risk • 2022

Garmin - Olathe, KS

User Experience Designer III • Jan 2015 - Sep 2016

- Through ongoing formative research, personas, and usability assessments, I established an iterative, user-centric approach to design in an engineering-led department.
- Wireframed and prototyped the physical controls and software for a new boat GPS navigation system.

Pearson - Boston, MA

Information Architect • Jan 2014 - Jun 2014

- Through user interviews and an iterative process, I redesigned complex back-end admin portals
- Spearheaded recurring usability tests of new design features. Prototyped artifacts for the tests and presented findings

Pearson - Boston, MA

Design Strategist • 2011 - 2013

- Co-conducted contextual interviews and other formative user research to identify unmet user needs for two innovation-finding, design-thinking projects
- Used brainstorming sessions, user feedback, and theme synthesis to design possible solutions for unmet needs

Pearson - Chandler, AZ

UX Developer/ Designer • 2010 - 2011

- Analyzed business needs to organize a large-scale dev project
- Defined user experience on OnlineLearningExchange.com through research, wireframes, and iterative designs
- Organized the taxonomies and metadata to support a variety of content libraries

UX Skills

- Wireframing
- Usability Testing
- Lit reviews
- Expert Reviews
- Prototyping (HTML, Flash, Axure)
- Omnigraffle, Adobe Suite
- Programming: PHP
- Presenting
- Personas
- Design research

Pearson - Chandler, AZ

Lead Flash Developer • 2008 - 2010

- Led two teams in the development of Flash, SCORM-compliant content templates for digital textbooks
- Collaborated extensively with instructional designers to define user functionality, templated art specifications, and content data models
- Improved software development processes through UML designs, JSFL scripts, automated build scripts, and agile methodology

Pearson - Mesa, AZ

Software Developer • 2003 - 2008

- Developed early teacher Learning Management Systems in Flash, PHP, MySQL, Java

Pre-Pearson - Austin, TX and Phoenix, AZ

Web Design • 1998 - 2003

- Worked for a variety of dot-coms, learning the basics of web design and front-end and back-end development.

Education

Masters of Science in Human Factors in Information Design

Bentley University • 2012 - 2014

Graduated with high distinction

Masters in Business Administration

Arizona State University • 2008 - 2010

Bachelor of Arts in Multimedia (emphasis: Web Design)

University of Advancing Technology • 2003

Other
Notables

Speeches

- "BrainTown Design". Invited presentation at the Human Factors and Ergonomics Society (HFES), New England Chapter.
 - Dec 2013
- "Diary Study - Lessons Learned." Selected 10-minute presentation at User Experience Professionals Association annual conference. • May 2014

Certifications

- Agile ScrumMaster • 2008
- Macromedia Flash MX 2004 Developer Certified • 2005