

Robin Rozum
UX/UI/CX
Design + Analytics

303-831-6280

hello@robinrozum.com

www.robinrozum.com

Denver, Colorado

linkedin.com/in/robinrozum

I combine my love of research, design, and goals to create inspiring experiences for others.

My multidisciplinary agency background helps me unite technical and creative solutions for people and processes in a relatable way. 10+ years of iterative optimization and cross-functional team collaboration have made me a strong advocate for others. If your role requires creative and technical strengths, adaptive roles in operations and UX/UI are well suited for me.

Business Consultant UX/UI/CX M&A Optimization for Educational Native Mac App

My Mac Mentor/
The Mac Spa

(Native Mac Products)
Denver, Colorado
Contract, 2021-2022

- Reversed 15% M&A retention loss to zero with use case optimization
- Prioritized shareholder pivots with audits, research, and analysis
- Task-mapped user journeys and optimized business processes 540%
- Built full-scope Figma design system components, variations and updates
- Interviewed shareholders and facilitated workshop research to align OKR's
- Designed data visualizations to observe member plans and variable meta
- Automated administrative tasks with ML and API to improve onboarding
- Designed product roadmap and managed scrum to optimize retention

Full-Stack Designer UX/UI, Growth SaaS Team for Professional Services Automation Product

VOGSY, Inc.

(SaaS UX/UI, Growth)
Remote, Amsterdam
Contract, 2018-2020

- Identified opportunities to improve client onboarding by use case 18%
- Created UI layouts, hero graphics, responsive breakpoint designs for SaaS
- Built interactive wireframes and high-fidelity prototypes in Figma and XD
- Worked with product owners, web producers, developers, and leadership
- Developed data properties and configured Tag Manager goal-tracking
- Designed custom team dashboard for team marketing collaboration
- Worked cross-functionally with brand and marketing decision makers
- Increased engagement by animating use case product interactions
- Designed support deck and for leadership reviews with UX Guidelines

Full-Stack Designer Mobile UX/UI and Marketing for Mobile App Development Firm

Mobile-Di

Denver, Colorado
Contract, 2017-2018

- Wrote proposals for full-scope product operations and client onboarding
- Mapped interactive wireframes for low and high-fidelity user interface
- Directed content creation and managed cross-channel marketing
- Itemized UX guidelines for marketing and cross-functional development
- Managed multiple projects on agile workflow with daily team scrum
- Provided quality-assurance and reported edits to optimize adoption
- Developed lean strategies for startup clients to amplify first stage growth

Digital Designer Branding, Animation, and Digital Marketing Management for Design Agency

Peak Creative

Denver, Colorado
Hybrid, 2001-2016

- Built responsive microsite resources and employee engagement tools
- Edited and added to design systems for HR, DevOps, and presentations
- Managed \$100K digital marketing budgets with data-driven initiatives
- Envisioned new onboarding resources to optimize employee experience
- Illustrated instructional admin videos for fortune 300 companies
- Expanded new design system components with brand identity guidelines
- Optimized landing page designs to improve B2B campaigns 22%
- Animated design system components and interactive storytelling

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Full Stack Designer

DaVita, HQ

Denver, Colorado

Contract 2007-2011

Kiosk UX/UI and Cross-Channel Product Management for Global Healthcare

- Fostered 500% program growth with 38,000 Employee Volunteer Hours
- Built a new design system to transform CX/EX engagement
- Developed platform to onboard volunteers with engagement initiatives
- Streamlined product and marketing assets over multiple iterations
- Developed microsities and SharePoint assets with DaVita's developers
- Illustrated 220 design system components for Kiosks and Microsites
- Adapted product and multiple design components for singular platform

Senior Designer

Carter Design

Denver, Colorado

2005-2007

Full-Scope Branding System and Marketing Services for Product Design Firm

- Project managed vendor support, procurement, and shareholder support
- Scaled design systems for print, communications, and interactive media
- Developed animated brand assets for digital marketing brand libraries
- Created package design, POP displays, and trade show displays
- Collaborated with product team to support branding and marketing

EDUCATION

Bachelor of Fine Arts in Interactive Graphic Design

Minnesota State University, Moorhead – Moorhead, Minnesota, 2001

CERTIFICATIONS

Information Data Visualization Specialization

NYU Tandon School of Engineering – Certification, 2021

Data Visualization Storytelling

Bill Shander (LinkedIn) – Certification, 2021

User Experience and User Interface Design

The Interactive Design Foundation – Certification, 2021

Google Tag Manager (GTM) Training

Udemy – Certification, 2017

TOOLBOX

Technical

- Google Cloud ML, AI Configuration
- Tag Manager Management
- Salesforce Automation
- Google Cloud Automations
- Google Developer Console
- Google Tag Manager Goals
- Data Studio Dashboard Design
- AirTable Dashboard Creation
- Tableau Analysis & Dashboard Design
- Google Analytics, A/B User Testing
- HubSpot and Salesforce Automation
- Unbounce Configuration and Testing
- Drip and MailChimp Campaigns
- Salesforce Workflow and Integration
- Wordpress, Responsive HTML, CSS
- Flourish, Looker, Webflow, Excel
- Microsoft Visual Studio

Creative

- Miro and Figma Workshops
- Figma Component Variants
- Responsive Figma Layouts
- Adobe XD Team Libraries
- Logos & Icon Illustration
- After Effects Animation
- Lottie Vector Animation
- InDesign Design Guidelines
- Photoshop Gif Illustration
- Cross-Channel Brand Strategy
- Responsive Template Design
- WebFlow Template Design
- Jira QA, backlog management
- Certified Accessibility Design
- CSS Template Design
- Sketch, Figma, XD, Balsamiq
- Material Design