

Jordan Robinson

Sr. UX/UI Design

Detroit, MI 48204
Email -or- DM for Phone Number

jordanrobinson88@gmail.com
<https://jordanr.co/>

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Overview

Over 15 years, I've honed my craft as a seasoned senior UX/UI designer, specializing in exceptional UI dashboards. Beyond interfaces, my expertise in branding and identity design enables seamless user experiences that elevate brand recognition and drive conversions.

My unique blend of branding proficiency and UX/UI expertise fosters brand loyalty while enhancing user interactions. I actively optimize in-house processes to boost client satisfaction and growth. With a strong foundation in front-end development, I'm poised to leverage this holistic skill set and proven innovation to drive your team's success and elevate your business.

Skills

UI:	UX:	Mobile/App:	FE Dev:
Figma	Prototyping	Human	HTML
<i>Adobe XD</i>	<i>Wireframe</i>	Interface	CSS / SASS
Sketch	Design	Guidelines	Bootstrap
<i>Adobe CC</i>	Thinking	(iOS)	JavaScript
Iconography	UserTesting	Android	(Familiar)
Photography	.com	(Material	jQuery
Video Editing	Zeplin	Design)	(Familiar)
	<i>Axure RP</i>		WordPress
	InVision		
	<i>Design Sprints</i>		
	Affinity		
	Mapping		

Experience

01: Korn Ferry Product Designer

REMOTE JOB - PITTSBURG, PA

Tasked with translating wireframe concepts crafted by UX Designers into polished and user-friendly digital solutions, I meticulously executed this transformation while adhering to our design guidelines. My focus was on creating engaging digital experiences that seamlessly integrated functionality and aesthetics for optimal user satisfaction.

Day-to-Day Operations:

- Everyday, I followed our board of stories on JIRA, along with my project manager's work requests.
- I participated in weekly QA meetings covering what the Dev Team created.
- I provided audit diagrams of what needed to be addressed according to inaccuracies found compared to my Figma designs.

Team Structure:

- Design Team (4):
- UX Researcher (1)
- UX Designers (1)
- **Product Designers (3)**
- UX Writers (1)
- Design Director (1)
- Project Manager (1)

Software Used:

- Figma
- JIRA
- Zeplin

Deliverables:

- Mockups / Prototypes
- Writing UI Audit Documentations

2: CSAA Insurance Lead UX Design

REMOTE - BOSTON, MA

In my role, I led the development of our MyPolicy 2.0 product, ensuring that it matched our detailed design plans. I made sure that any changes to our design system worked well with how we create user experiences, aiming for a smooth and effective product journey from start to finish.

Day-to-Day Operations:

- Daily stand-ups + numerous meetings
- Writing and managing JIRA stories
- Coordinating/assisting the Design Systems team
- Wireframes > Mockups > Prototypes
- Communicating with Dev teams
- Providing QA assessments of the latest demos from the Dev team
- Creating meetings to communicate with product managers

Team Structure:

- **UX Design Team (4)**
- UX Design writers (2)
- Design Director (1)
- Project Manager (2)

Software Used:

- Figma
- JIRA

Deliverables:

- Mockups / Prototypes
- Writing UI Documentations
- Competitive Analysis Reports

3: Panera Bread**UX Design Manager**

REMOTE JOB - BOSTON, MA

In this role, I focused on delivering innovative UI solutions, documenting project life cycles, creating usability testing plans, implementing them, and educating team members on diverse design methods and tactics.

Day-to-Day Operations:

- Daily stand-ups + numerous meetings
- Make a weekly to-do list
Wireframes > Mockups > Prototypes
- Craft research plans
- UserTesting.com plans with tasks, audience segments and prototypes
- Contribute advice and updates to our Design System
- Competitive Analysis
- DiscussionsUX / Product Presentations to the Org.

Team Structure:

- **Design Team (8)**
- Design Director (1)
- Project Manager (1)

Software Used:

- Figma
- Zeplin
- Asana

Deliverables:

- Wireframes / Mockups / Prototypes
- Zeplin Project Files & Style Guides
- Affinity Maps
- Research Reports

4: NCR Corporation**Senior UX/UI Designer + iOS Designer**

ON-SITE - ATLANTA, GA

In this role, my main focus involved auditing older and current POS systems to improve and contribute to future versions. I also crafted conceptual designs outlining potential improvements in functionality and visual flow for these solutions.

Day-to-Day Operations:

- Daily team meetings
- Weekly task list
- Wireframes, mockups, prototypes
- Competitive analysis talks
- Present UX/Product to Org

Team Structure:

- Team manager
- **Sr. UX/UI Designer**
- Various Global designers for research purposes

Software Used:

- Figma

Deliverables:

- Audit Reports
- Design Concepts

5: VeeFresh**Identity + UX/UI Designer + iOS Designer**

REMOTE JOB - SEATTLE, WA

Embarking on a journey with VeeFresh, my mission was to craft a dynamic and bold visual narrative that resonated deeply with women facing chronic vaginal issues. Despite their innovative products, there was a disconnect between their offerings and their audience. My task was to revamp their visual brand and digital presence, ensuring a compelling connection with their consumer base.

Day-to-Day Operations:

- Daily stand-ups + numerous client meetings
- Wireframes > Mockups > Prototypes
- Research Assessments
- Competitive Analysis Discussions
- Brand Design Presentations

Team Structure:

- **Brand/UX/UI Designer**

Software Used:

- Adobe XD

Deliverables:

- Research Reports
- Design Concepts

— Education

**International
Academy of
Design &
Technology:**

Troy, MI -
Chicago, IL.
Oct. 2006 >
Mar. 2007

**Graphic
Design**

**Columbia
College
Chicago:**

Chicago, IL
Aug. 2007 -
Jan. 2010:

Film & Video:
Film Direction
& Fashion
Photography

**Adaptive
Path:
Capital One**

San
Francisco,
CA
Aug. 2014

**Design
Thinking
Seminar**

**Accessibility
& Usability
Best
Practices for
UX&UI
Designers**

Online
course
Dec. 21 - Jan.
2022

**Accessibility
Design**
Udemy Course

— Accomplishments

Pratt Institute (New York, NY)

1. Jordan R Coaching - Public Speaking Event

Client Relationship Management

This talk was on positive habits, tactics and examples on how to work with clients as a freelance designer.

Educational Program

2. Jordan R Coaching - Team ALL IN: UX/UI Design

UX/UI Crash Course - Beyond The Box

This is a program I created to help junior designers find employment. All of my students succeeded in finding UX Jobs.

General Assembly (Atlanta, GA)

3. Jordan R Coaching - Public Speaking Event

Kick Starting your Career

This was a talk on how to get your career started in the I.T. Industry.

Iron Hack Bootcamp (Barcelona, Spain)

4. Jordan R Coaching - Public Speaking Event

Building your Personal Branding

This talk was on how to get craft your personal brand to enhance your career, your online presence and your life as a whole.