ROB HILL

SENIOR PRODUCT DESIGNER

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NIELSEN NORMAN GROUP
N N /g
UX CERTIFIED

SKILLS

Design Tools

Sketch
Zeplin
Adobe XD
Adobe Photoshop
Adobe Creative Suite
InVision
JustInMind
UXPin
Axure
Whiteboards

Design Skills

Design Systems
Grid Based Design
Layout
Typography
Color Theory
User Interface Design
Interaction Design
Wireframing
Rapid Prototyping
Usability

Research Tools

HotJar
Google Forms
3x5 Cards
Optimal Workshop
SUS
TryMyUI.com
UserTesting.com

Misc.

Enterprise Software, HTML(5), CSS(3), jQuery, Jira, Trello,
Agile, Lean UX, Collaboration, Collaborative sketching

Research Skills

Qualitative User Research
User Interviews
Card Sorting
User Surveys
Contextual Inquiry
Personas
Ongoing Education

EXPERIENCE

July 2015 - Present

SENIOR PRODUCT DESIGNER

MasteryConnect, Salt Lake City, UT

- **Brought entire flagship product to mobile.**
  Designed native apps for iPad, iPhone, and Android.

- **Developed a design system** and UI style guide for
  entire product suite, unifying the brand and visual
  language across multiple products and platforms.

- **Designed dozens of new features** for flagship
  product like reporting and unifying multiple grading
  experiences. Also overhauled core functionality like
  assessment creation and management.

- **Implemented new design process** adopting a new
  approach using Sketch and Zeplin for asset extraction
  and design specs. Also introduced rapid prototyping
  with tools like InVision, and introduced the user-
  centric design philosophy by using qualitative user
  testing tools and processes.

- **Implemented new user onboarding and adoption
  tool** working with product to create a process,
  templates, and user experience to introduce users to
  new features and updates.

- **Designed new paid features** for Socrative assessment
  tool while aligning it with the new style guide. Also
  created all user flows and designs for new paid sign-
  ups and renewals allowing company to monetize it's
  userbase for the first time.

- **Facilitated implementation of component-based
  front-end architecture** in conjunction with the
  development team to support product-wide rollout of
  new UI components.

- **Identified and designed dozens of improvements**
  for company's entire product suite.

January 2014 - June 2015

UX INTERACTION DESIGNER - MOBILE

Overstock.com, Salt Lake City, UT

- **Redesigned Android shopping app** experience for
  Lollipop based on Material Design standards.

- **Redesigned mobile website** shopping experience
  look and feel, as well as developed UI kits and
  standards for other designers.

- **Redesigned mobile website checkout experience.**

- **Evangelized for UX design process** including Lean
  UX, iterative design, prototyping, user testing, and
  usability research.

EXPERIENCE (cont.)

May 2012 - December 2013
UI DESIGNER - MOBILE & WEBSITE
Overstock.com, Salt Lake City, UT

- **Designed first Android shopping app** and iterated on the experience for a year constantly improving conversion and other key performance indicators.

- **Designed new wish lists, gift cards, and auto complete search features** for mobile website to improve KPI's and user experience.

- **Redesigned iPhone and iPad shopping apps.**

- **Designed interfaces for new desktop website** experiences such as gift cards, wish lists, and gift finder.

- **Improved other website features** such as filtering and sorting, shipping estimates, and search results.

October 2011 - May 2012
WEB DESIGNER - WEBSITE
Overstock.com, Salt Lake City, UT

- **Redesigned most important landing page** on the site, the product page, resulting in $14M per year increase in conversion.

- **Iterated on and added new product page features.**

- **Designed marketing collateral** for weekly campaigns.

- **Redesigned website header, footer, and homepage.**

- **Performed weekly HTML/CSS updates** on website.

September 2008 - August 2011
FRONT END DEVELOPER/UI DESIGNER
Rivetal, Inc., Orem, UT

- **Introduced new level of pixel precise** implementation for client sites and web based applications.

- **Wire framed, designed, and built** user interface for critical internal application.

- **Expanded client offerings** with best practice HTML email design and implementation.

- **Expanded web presence for key clients** by designing and implementing mobile UI for high-traffic websites.

February 2008 - August 2008
SENIOR WEB DESIGNER
Market Partner, American Fork, UT

- **Created multiple design comps for potential portal partners.**

- **Implemented standards compliant HTML/CSS for web based portal application.**

February 2005 - January 2008
PARTNER/WEB DESIGNER
Exponent Web Services, Sandy, UT

- **Worked with clients to create website designs.**

- **Implemented websites using HTML and CSS.**

April 2001 - February 2005
WEB DESIGNER
StoresOnline, Orem, UT

- **Designed, maintained, and upgraded all designs and markup for StoresOnline product.**

- **Designed and built dozens of websites for** previous static website product.

PORTFOLIO

Web (desktop)	Native Mobile Apps	Web (mobile)	Misc.

Web (desktop)

Quiz Results Overhaul ↗
60+ Screens

PRO Purchase Flow ↗
30+ Screens

Unified Grading Exp. ↗
40+ Screens

Assessment Community ↗
70+ Screens

Student Growth Reports ↗
120+ Screens

Assessment Creation Exp. ↗
75+ Screens

Item Filtering Concept ↗
55+ Screens

Chromebook Student Exp. ↗
20+ Screens

Dashboard Refresh ↗
15+ Screens

Rooms & Rosters ↗
70+ Screens

Quiz Folders Drag & Drop ↗
110+ Screens

Native Mobile Apps

Teacher App - Tablet ↗
100+ Screens

iOS Teacher App ↗
80+ Screens

iOS V2 ↗
50+ Screens

Android Teacher App ↗
100+ Screens

Android V3 ↗
20+ Screens

Android Walkthrough ↗
Interactive Prototype

Web (mobile)

Quizzes ↗
20+ Screens

Upgrade Payment Flows ↗
20+ Screens

Whiteboards

Student Growth Reports ↗
Whiteboard/Wireframe

Quiz Results Overhaul ↗
Whiteboard/Wireframe

PRO Purchase Flow ↗
Whiteboard/Wireframe

Misc.

UI Style Guide/UI Kit ↗
Main Product

UI Style Guide/UI Kit ↗
Sister Product

Branded Product Logos ↗
Unified Product Suite

App Store Screens ↗
Apple App Store

Play Store Screens ↗
Google Play Store

PRE 2015

Native Mobile Apps

Android Shopping App ↗
70+ Screens

Fab Interaction ↗
Interactive Prototype

7" Tablet Portrait ↗
InVision Screens Only

7" Tablet Landscape ↗
InVision Screens Only

9" Tablet Portrait ↗
InVision Screens Only

9" Tablet Landscape ↗
InVision Screens Only

Web (mobile)

Checkout Flow Concept 1 ↗
40+ Screens

Checkout Flow Concept 2 ↗
Interactive Prototype

Checkout Flow Wires ↗
30+ Screens

Navigation Drawer ↗
Interactive Prototype

Filter & Sort ↗
Interactive Prototype