

ROB SEAMAN HANDS-ON DESIGN LEADER. INSPIRED TO SOLVE HUMAN PROBLEMS

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LATEST PROJECTS

- Enterprise Insights, Dashboard and Analytics
- Platform Consolidation and Simplification
- Overhaul Publish and Form Authoring Experience
- Product Led Designs, Strategy and Research

JOB EXPERIENCE

PlayerLync / Director Of Design

Sept 2018 - October 2021

Designed enterprise, mobile and desktop application experiences for retail, sports, utilities and restaurant verticals. Customers included Starbucks, Chipotle, NFL, Crocs and Red Robin. Interfaced daily with product, executive leadership, sales, customer success, development and marketing teams. Owned and accountable for the UX vision, strategy and solution. Responsible for deliverables which included research, personas, journeys, interactive prototypes and design specs. Led and directed a small UX team.

IHS Market / Associate Director Of Global UX

March 2015 - February 2018

Principal UX architect. Collaborated daily with UX design team (8 designers), leadership, product analysts and owners. Designed mobile and desktop solutions for enterprise products. Consisting of global CMS and content portal, data insights and analytics applications. Hands-on interaction designer.

RevGuard / VP Head Of Experience

April 2014 - October 2014

Drove user experience principles and setup of SaaS automation for CRM routing and customer retention. Directed an Agile development team through Angular and HTML5 application implementation.

AT&T Mobility / Cricket Communications / Principal UX Architect

May 2009 - April 2014

Built a UX team, interviewed and hired members. Maintained team deadlines and deliverables of visual requirements and hands-on design for mobile and desktop solutions. Traveled nationally and internationally engaging with the user in research, study and analysis. Target base included 7 million active users.

SKILLS

ux and product design, digital strategy for mobile and responsive web

user research and task analysis, concept and ideation, wireframes, prototyping, interaction & visual design

team leadership, mentoring designers, coaching, vision, collaboration and partnerships

KNOWLEDGE

Methods:

design thinking, design systems, mobile first, personas, journeys, inclusive design

Tools:

Figma, Adobe XD, Sketch, Axure, Justinmind, Moqups, UXpencil.

Frameworks

bootstrap, material design and ios human interface guidelines.

EDUCATION

Desert High School

Lancaster Community College

Online Schools and Curriculum

IDEOU, Coursera, Aquent, PluralSight, Udacity, TutsPlus

ACCOLADES

IHS

Top Performer
Project Awards

ATT & CRICKET

Customer Experience Ambassador
Project Awards

SATMATRIX

Net Promoter Score Certification

CONTRACT and CONSULTANT WORK

Clear/Point Consulting / UX Product Architect

March 2018 - August 2018

Principal UX architect and hands-on interaction designer for top secret global digital transformation project. Deliverables included user research, requirements, visual designs, prototypes, UI specs, accessibility and style guides for data insights, dashboard and analytics applications.

Pearson Education / UX Product Designer

December 2014 - March 2015

Lead UX designer for mobile and desktop platform. Collaborated with business analysts, UX team members, product owners to pioneer an iPad app for the education industry. Deliverables consisted of conceptual designs, information architecture, high and low fidelity comps and interactive wireframes.

Colorado State University / UX Product Manager

November 2014 - January 2015

Led fast paced project to launch HTML5 website for CSU Global. Responsible for defining and solidifying requirements, concept designs, prototyping, development and project roll-out.

ENTREPRENEUR

Fat Cat Publications / CEO and Owner

February 1994 - January 2011

Owned and operated a consultant agency for web and application design. Serviced startups to enterprise organizations for industries including communications, transportation, music, art, real estate and finance. Responsibilities and daily tasks consisted of project management, principal designer, programming, sales, management for an 18 person team.