

Rob Grabowski

SENIOR UX/UI DESIGNER

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ABOUT

With over ten years of UX/UI experience, I utilize research, data, and insights to inform design decisions that help companies get more value from their customers. I have experience in E-commerce, Fintech, and Product design. Previously, I was a developer and an entrepreneur.

WORK EXPERIENCE

VF CORPORATION, Senior UX Designer

Feb 2023 - Current

VF Corporation is the parent company of iconic brands such as The North Face, Vans, Timberland, Smartwool, Dickies, Altra and more.

- Redesigned the mini-cart user experience for The North Face and Vans. Improvements were based on prototype usability testing, competitive analysis, and brand stakeholder input with a projected project value of \$6.6M.
- Led the design efforts of a cross-functional team to launch Timberland's customer rewards program which included a rewards dashboard and redemption path.
- Collaborated with a cross-functional team to implement an estimated delivery date on The North Face and Vans product pages. The designs were based on a competitive analysis and prototype usability testing.
- Partnered with our research team to identify key areas for enhancements on product page conversions for Timberland's EMEA region.

ALLEGION, Senior Interaction Designer

May 2022 - Nov 2022

We designed a mobile app that interfaces with a physical product focused on the initial setup and setting updates.

- Conducted discovery research with customers to understand current product pain points and most desired application features.
- Created a journey map and problem statements to present to stakeholders.
- Designed wireframes for mobile app.

DIRECT WINES INC., UX/UI Designer

August 2019 - April 2022

- Designed a user interface to pick up wine orders at local FedEx, Walgreens, and others.
- Redesigned the checkout flow resulting in a 44% increase in conversions.
- Redesigned main navigation & mega menu for Wall Street Journal Wine Club (WSJwine).
- Designed a dashboard for wine club members for the Laithwaites Wine Club.
- Created Figma design systems for the WSJwine and Laithwaites Wine Clubs.
- Conducted usability testing with interactive prototypes for all projects.

FACTSET, Senior UX Specialist*March 2019 - July 2019*

- Designed a notification system for new applications, research recruitment efforts, and system issues.

FACTSET, Interaction Designer*July 2017 - Feb 2019*

- Designed and enhanced the onboarding experience for the FactSet platform, accommodating around 1,000 new users weekly as a member of a pilot agile team.
- Designed a tool for investors to edit multiple investment simulation models at one time.
- Designed a message board for investment research notes.
- Collaborated with the UX design team on new design system standards.

CONSULTANT, Your Private Eyestylist*Jan 2017 - July 2017*

- Refined business objectives through a business/brand questionnaire.
- Conducted user surveys to create user personas and user flow diagrams.
- Designed and Developed a Responsive Home Page with JavaScript transitions.

FANDISTRO, Director of Business Development*April 2011 - June 2016*

FanDistro provided an incentive-based social media marketing platform for artists and brands to build brand awareness. FanDistro was named by Midemlab as a 2013 Finalist in the Marketing and Social Engagement category.

- Helped build the business concept from the ground up to get an award nomination for marketing and social engagement.
- Co-managed all aspects of the development cycle including UX/UI Design, Quality Assurance, Front End Development, and Database Design.
- Managed artist newsletters, artist relations, customer service and the creation of an explainer video.
- Increased signups by over 200% after signup flow analysis and redesign.

EDUCATION**BLOC**

UX/UI Design

WEST VIRGINIA UNIVERSITY

B.S., Business Administration, Finance

MAIN SKILLS

- Figma, Sketch, Axure, & Photoshop
- Low/High Fidelity Wireframes & Mockups, Developer Annotations
- Prototyping & User Research
- Design Systems
- User Personas, User Flows & Journey Maps
- User Stories & Problem Statements
- Typeface, Color, & Visual Hierarchy
- HTML5, CSS, Javascript, & jQuery
- Agile, JIRA