

Robert W. Johnson

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Greater Atlanta Area, United States, Remote

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UX/UI | Senior Product Designer

Collaborative, creative problem solver with a knack for navigating complex spaces. Expertise in drawing from diverse skills to tackle intricate use cases. Proven track record of conducting and facilitating user research to solve customer problems. Passion for crafting seamless and intuitive user experiences, thrive on translating user insights into innovative design solutions. Dedicated to creating delightful products which meet and exceed user expectations.

Enterprise Systems Thinking | Experience Design | Design Strategy
Continuous Discover | Design Systems

Professional Experience

ROCKET MORTGAGE, Remote

September 2021 - September 2023

Senior Experience Designer

Principal designer for enterprise-facing financial experiences for product that was essential in the banker to loan lead allocation process.

- Applied UX/UI principles and methodologies to enhance product design through user research and testing that solved complicated business problems.
- Led design sprint workshops, driving out user requirements.
- Led work sessions to document user stories and requirements, informed by customer research data.

STATE FARM MUTUAL LIFE INSURANCE COMPANY, Atlanta, GA

June 2016 - September 2021

User Experience Architect

Designed customer and enterprise-facing financial experiences. Provided architecture and visuals for design system elements.

- Participated in work sessions to document user stories and requirements, as informed by customer research data.
- Responsible for detailed experience maps, user flows, high-fidelity wireframes, annotated U.I. specifications, and high-and low-fidelity prototypes.

FREELANCE ADJUNCT, Atlanta, GA

June 1994 - Present

Freelance Photographer / Adjunct Instructor / Boot Camp Mentor

Mentor UX design Springboard.com and mentor UX design Thinkful.com. Produce video and photography for commercial and retail clients. Adjunct instructor, photography, Clayton State University.

- Adjunct instructor, Winter / 2019 Multimedia Design class at the Ernest G. Welch School of Art & Design, Georgia State University.
- Adjunct instructor, Spring / Fall 2019 User Experience and Design thinking / Multimedia Design class at the Ernest G. Welch School of Art & Design, Georgia State University.
- Adjunct Online Instructor at Art Institute of Pittsburgh. Facilitated courses such as Digital Imaging for Web and Multimedia, Web Imaging Techniques, Computer Animation for Multimedia, Web and Interactive Authoring, and Interactive Project Management.

THE WEATHER COMPANY, An I.B.M. Business, Atlanta, GA

Jan 2016 - June 2016

User Experience / User Interface Designer, Contractor

Performed usability testing and user research in person and through online tools.

- Created deliverables such as specifications, wireframes, mockups, and prototypes, providing strategic thinking with desire for innovation.
- Balance user experience with company goals, thereby partnering with product and ad sales departments.
- Collaborated with developers, creating workable solution.

AKOMA.NET, Atlanta, GA

Nov 2015

User Experience Designer, Client

Produced prototype in Axure for user testing. Led competitor and comparative research for onboarding and mobile application.

- Started blogging platform lead by CNN's Zain Verjee, connecting Africans in meaningful way on continent and abroad.
- Led creation of user flows, User Journey maps for all processes to covered on app: onboarding, drafting story and interacting with story (liking, following, sharing).
- Utilized wire-framing to guide general brainstorming, defining paths toward final design.
- Produced sketches for usability testing prototypes (low fidelity via paper then high fidelity via Axure).
- Designed and choreographed final presentation to client.

GENERAL ASSEMBLY, Atlanta, GA

September 2015 - November 2015

User Experience Design

Completed full-time immersive program: 600+ hours of professional user experience training over 10-weeks.

- Utilized hands-on approach in practice user-centered design methods, user research, design thinking skills, team collaboration, and client relations.
- Produced mockups, prototypes, and wireframes in Axure and Sketch.

Additional Experience

THE WEATHER CHANNEL, Atlanta, GA

UX Art Director

CNN.COM, Atlanta, GA

Associate Producer and Photo Editor, Multimedia

LOCKHEED MARTIN, Syracuse, NY

Multimedia Design Engineer

Education & Certifications

- **Master of Science (MS)**, New Media, S.I. Newhouse School of Public Communications, Syracuse University
- **Bachelor of Fine Arts (BFA)**, Photographic Illustration, College of Imaging Arts and Sciences, Rochester Institute of Technology
- Certified Usability Analyst, Human Factors International, 2017-6405
- User Experience Certificate, General Assembly, User Experience Design Intensive

Honors & Awards

- Opportunity Fund Fellow, 2015
- Featured Lecturer at Rochester Institute of Technology Careers in Motion, 2014
- Social Media Fellow in the Kiplinger Program in Public Affairs Journalism, 2011
- Keynote Speaker, "Chipping Away at Intolerance," at Young Leaders' Conference in Prague, Czech Republic, 2010