

Rene Robles, UXMC

UI/UX Designer

(Hybrid Designer / Developer)

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[User Experience / Information Architecture / Responsive Web Design / Web Development / Management / Data-Analysis / Branding / Internationalization / Print Design / Cognitive Psychology]

Programs

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
Coda	●	●	●	●	●
Dreamweaver	●	●	●	●	●
InDesign	●	●	●	●	○
GIT, SVN, TP	●	●	●	●	○
Lucidchart, Axure, Omnigraffle	●	●	○	○	○

Languages

HTML5	●	●	●	●	●
CSS3	●	●	●	●	●
Sass	●	●	●	●	○
JavaScript	●	●	●	○	○
Groovy	●	●	●	○	○
JSP	●	●	●	○	○
PHP	●	●	○	○	○

Libraries / Templating Engine

JSTL	●	●	●	○	○
Handlebar.js	●	●	○	○	○

Frameworks

Bootstrap (FE)	●	●	●	●	●
Foundation (FE)	●	●	●	●	●
jQuery (JS)	●	●	●	●	○
AngularJS (JS)	●	●	●	○	○
Grails (Java)	●	●	●	○	○
Spring (Java)	●	●	●	○	○
CodeIgniter (PHP)	●	●	○	○	○
Zend (PHP)	●	●	○	○	○

Management (task, package)

NPM	●	●	●	●	○
NodeJS	●	●	●	●	○
Grunt JS, Bower	●	●	●	●	○

Skills Highlight

- 19+ year career encompassing graphic design, web design, visual design, UI design, front-end development, and User Experience.
- Designing and developing sites and applications from concept through completion.
- Using multi-variant A/B testing based on user studies, site data, web trends, site performance, and page traffic to create iterative designs and feature optimizations.
- Analyzing, optimizing, and defining user journeys by establishing user personas, site taxonomy, case studies, and site analytics.
- Effectively communicating brands and designs via sketches, wireframe, mockups, prototypes, documentation, style guides, and presentations.
- Designing site and application core and UI elements including responsive web architecture, global navigation, page layouts, web portals, icons, sprites, imagery, animation, color-theory, break points, typography, and overall visual esthetic.
- Experience working in both Waterfall & Agile development environments.

Education Highlight

- **Bachelor of Fine Arts (B.F.A.) in Visualization and Design** earned in 2002.
 - Silicon Valley College – Fremont, CA
 - GPA: 4.0, Dean's List awarded for complete program 1998 – 2002.
- **Multimedia/Animation Diploma** earned in 2005.
 - Platt College – San Diego, CA
 - GPA: 3.6, Dean's List awarded for complete program 2004 – 2005.

Certifications

- **UX Master Certificate** earned May 2019.
 - Issuing organization: Nielsen Norman Group
 - Specialties
 - UX Management
 - UX Research
 - Mobile Design
 - Credential: [1019056](https://www.nngroup.com/certification/1019056)



Career Spotlight

Lam Research, Fremont, CA

- Performing on-site case studies, observing and documenting user experiences.
 - Taking data gathered and analyzing against established metrics to update, design, and hone KM application workflows.

Logitech, Newark, CA

- Improved site performance (19.4% decrease in bounce rate, 9.71% lift in time spent on page based on Y.O.Y. data) by developing new responsive site and optimizing page layouts based on A/B tests data.

Stanford University, Chemical Engineering, Palo Alto, CA

- After the Chemical Engineering departments 50th Anniversary event in 2010 the department later casted bronze medallions of the event logo I designed.

DEVELOPMENT BACKGROUND

Lam Research, Fremont, CA

KM Principal UX/UI Designer

05/2017 – Current

UX Design

- Utilizing data and research taken from case studies and user surveys, to design personas, concepts, wireframes, prototypes, and the information architecture for all Knowledge Management (KM) application and site support.
 - Wireframes and prototypes designed in Zeplin.io and Marvel.
- Designing and implementing UX processes and procedures for the core web/mobile application in the KM department and consulting on the design for all other application inside the KM umbrella.
 - Conducting weekly feedback sessions with key regional stakeholders to obtain and prioritize new features and requests.
 - Leading training programs for regional team champions during introduction of our pilot programs.

UI Design

- Using Photoshop and Illustrator to design all UI elements to be used across all sites from concepts through production.

Logitech, Newark, CA

Senior UX Architect

10/2013 – 05/2017

UX Design

- Designed and developed new responsive site architectures in Omnigraffle including prototypes, page layouts, grid structures, and modular based HTML widgets.
- Established web brand guidelines, redlines, and documentation to educate & define company's web presence for vendors, business managers, and team members.
- Conducted meetings and educating vendors, regional teams, and business group leaders on responsive web design, best web practices, and site optimization to match with brand guidelines.
- Optimized site structure using Internationalization, taxonomy, and content, to support 44 global languages.

Front-End Development

- Developed Logitech core sites using NodeJS, Handlebars, JavaScript, jQuery, Bootstrap, SCSS, and Gulp.
- Designed and developed sites from concepts and wireframes through to production included debugging issues brought up during back-end integration.

UI Design

- Used Photoshop and Illustrator to design all UI elements to be used across all sites from concepts through production.
- Instituted a consistent look and feel for all page elements matching the newly established brand guidelines.

TIBCO Software, Palo Alto, CA

UI Developer - Contract

3/2013 – 10/2013

UX Design

- Designed more intuitive application for a mass data management (MDM) tool based on in-depth discovery and user requests.
 - Improved user flow by designing more familiar iconography, redesigned page flow, decreased amount of application pages and increased more in-page animations, pinnable menus, and section options.

Front-End Development

- Working with 2 other developers to design and develop a prototype WYSIWYG HTML builder for the MDM project.
 - Application was designed and built on our own time as an extra project, we worked lunches and after hours.

UI Design

- Designed and developed the applications UI elements, "pre-built" HTML modules, and ensured the responsiveness of the application in all devices.

Empowered Careers, Campbell, CA

Software Engineer – Front End

5/2012 – 12/2012

Front-End Development

- Developed dynamic and static prototypes consistent with application and partner guidelines.

UI Design

- Designed UI for iOS web portal application geared towards team-sharing and included surveys, login screens, dashboard, notification alerts, multipage forms, and media sharing environments.

Academix Direct, Mountain View, CA

Lead Web Developer

12/2011 – 5/2012

Front-End Development

- Developed 4 education-based lead gen sites while applying learning's from data and user studies.
- Mentored and lead on-site designer educating him on design aesthetics and web imagery optimization techniques.

DEVELOPMENT BACKGROUND (continued)

Remilon LLC, Mountain View, CA **Lead Web Developer** 6/2010 – 12/2011

- Hired in early start up phase of the company (15 employees when hired), helped to ensure company growth by developing, mentoring, leading, and managing a strong agile front-end team comprised of 5 cross functional web designers and developers.

UX Design

- Attended SEOmoz seminars and development courses to further my knowledge of SEO, web analytics, site optimization, user funnels, page design layout, scroll reach, and user attention.

Front-End Development

- Learned and applied Groovy and JSP to develop companies core sites inside of a Java Spring MVC framework.

Stanford University

School of Engineering, Palo Alto, CA **Lead Web Designer/Developer - Consultant** 8/2008 – 4/2011

- In 2008 during a 4-month assignment, managed a team of 4 designers and developers to complete a 750-page site redesign for SOE and 200-page redesign for Mechanical Engineering.

Front-End Development

- In 2009 individually hired on as a Stanford vendor to design and develop 5 other department sites (Chemical Engineering, MS&E, CEE, ICME, and Aeronautics & Astronautics; 1500+ pages) implementing new UI elements, database calls, as well as creation of new template designs to be used on other department pages and intranets.

Department of Earth Sciences, Palo Alto, CA

Web Designer/Developer - Consultant 4/2010 – 7/2010

Front-End Development

- Designed and developed prototypes and templates to be used by all the department and research groups.
- All sites were developed to meet with SOAP and WC3 web accessibility standards using: MooTools, PHP, AJAX, and MySQL.

Fenwick & West LLP, Mountain View, CA

Web Designer - Consultant 7/2008 – 8/2008

- Designed and developed: attorney bio pages, e-marketing, Flash & PowerPoint presentations, photo retouching, illustrations, print ads, direct mail, brochures, business cards, and marketing collateral.
- All Fenwick & West projects were completed using Tikit, Dreamweaver, Photoshop, Illustrator, and Flash.

Sure Ride Inc, San Diego, CA

Webmaster / Graphic Artist - Consultant 5/2007 – Ongoing

- Manage, design, and develop company corporate site including photo editing, content updates, and page layouts.
- Designed company logo, business cards, brochures, advertisements, newspaper ads, and trade show booths.

DESIGN BACKGROUND

Freelancer, San Diego, CA

Web Designer 3/2007 – 6/2008

- Recognized as a go-to artist for San Diego Metropolitan Transit System, PETCO, and Home Depot Supply.
- **Project Highlight (San Diego Metropolitan Transit System [SDMTS]):** Designed print campaigns for local dance troupe event "Trolley Dances", Chargers Football game advertisements, and SDMTS and Coca-Cola scholarship programs.
- **Project Highlight (PETCO):** Designed all in-store signage for the Grand Re-Opening of the Carmel Mountain Store in 2008 from concepts through final print and even into helping put up the store signage in-store for the open.

Marketing Design Group, San Diego, CA

Production Artist 9/2006 – 3/2007

- Designed and produced digital prototypes, print mechanicals, and press ready marketing collateral for B2B clients.

Freelancer, San Diego, CA

Graphic Artist 5/2004 – 8/2006

- Proven as a go-to artist for Ad Ease, JUDDesign, the Ken Blanchard Company, and the Union Tribune.

Harding Marketing, San Jose, CA

Desktop Publisher 6/2003 – 2/2004

- Established as the go-to artist for Google, HP, and Novellus designs including U.S. and International print & e-marketing campaigns.

Freelancer, Bay Area, CA

Graphic Artist 12/2002 – 6/2003

- Completed assignments for West Marine, Monster Cable, Intuitive Surgical, and Fry's Electronics.
- **Project Highlight (West Marine):** Designed, developed and produced a 1,600 page master catalog in a 2-month assignment all the way through the pre-press process.

Cahner's Electronic News, San Jose, CA

Assistant Art Director 3/2000 – 5/2001

- Co-managed & designed weekly print newspapers including front-page design, article layout, photo-shoot art direction, and illustrations.