

ROBIN HUANG

UX / UI / DIGITAL DESIGN

PORTFOLIO

Website

<https://ux.idealoops.com/robin>

CERTIFICATES

Scaled Agile

- Certified Product Owner / Product Manager
- Certified Advanced Scrum Master


Google

- Analytics
- Web Designer
- DoubleClick Studio QA
- YouTube Masthead Studio


Interaction Design Foundation

- User Research
- Design Thinking
- UX Management
- Information Visualization
- Psychology of E-Commerce
- Conducting Usability Testing
- Mobile User Experience Design
- Human-Computer Interaction
- Design for AR/VR
- Gestalt Psychology
- Gamification
- Accessibility

CONTACT

 <https://www.linkedin.com/in/robinhuang>

 robinhu123@gmail.com

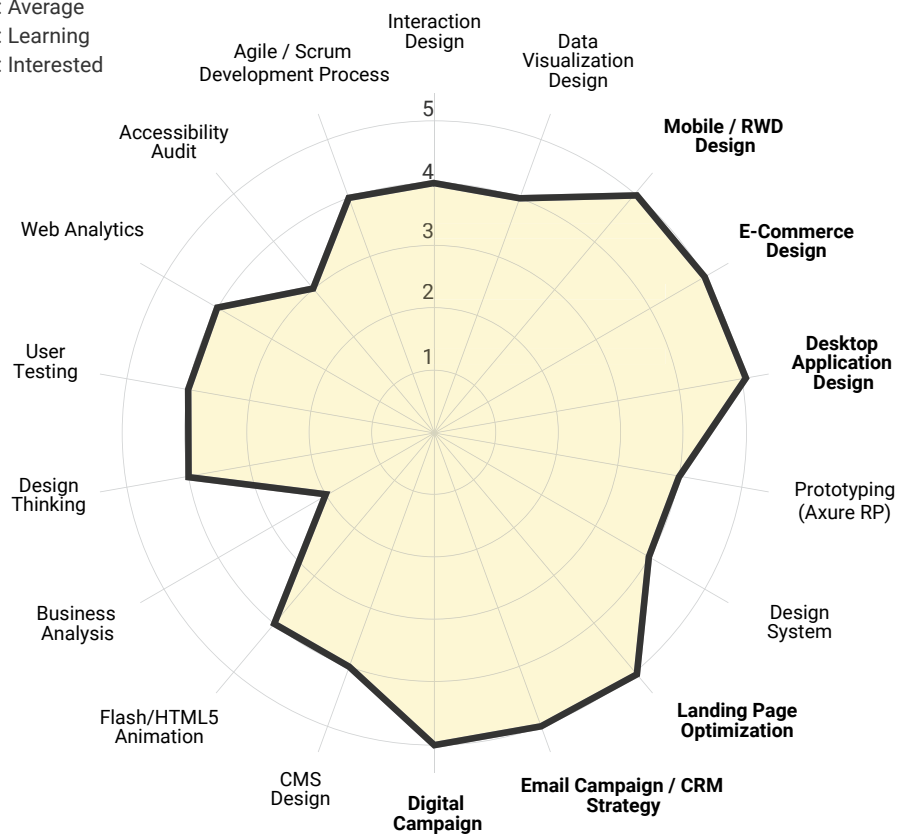
 404.509.9368

SUMMARY

Expert CX/UX/UI design profession offering fresh insight and passion for innovation; proven track record in planning, building and launching successful, high profile websites and mobile apps for **Auditing, CPG, Finance, E-commerce and Logistic** businesses. Powerful visionary able to map complex business requirements to creative concepts, transform and empower organization with tools, technologies, and strategies to bridge the digital business gap.

CORE STRENGTHS

- 5: Master
4: Competent
3: Average
2: Learning
1: Interested



PROFESSIONAL EXPERIENCE SUMMARY

Companies	Time	Roles
AllSourcePPS	05/2020 – Present	Director of UX
Capgemini / Sogeti	11/2019 – 04/2020	UX Consultant / Sr. Manager
Equifax	08/2018 – 11/2019	Design Director
EY USA	05/2016 – 07/2018	Sr. UX Designer
Newell Brand	08/2010 – 04/2016	Web Designer / Developer
CompuCredit	2007 – 10/2009	Sr. Creative / Web Designer
Macquarium	1999 – 2006	Sr. Creative Designer

PROFESSIONAL EXPERIENCE DETAILS

AllSourcePPS

Director of UX

11/2019 - 04/2020

- Worked at Equifax for their mobile and desktop apps
- Led the UX production for myEquifax mobile app, Lead Generation and myEquifax Global Platform and meet the challenging deadlines
- Managed vendors to develop omnichannel strategy and conduct **user research, user/usability testing, site inventory auditing, Heuristic Evaluation, A/B testing**, and other UX tasks
- Collaborated with Creative Director and UX Architect in multiple locales to create the governance model for GCS Design System and **onboarding program**
- Created Jira tickets with Business leads and facilitate daily standup meetings to manage UX assets for Legal submission and IT hand off
- Led web **Accessibility auditing process** to promote the web Accessibility best practices by teaming up with other UX teams in Equifax Design Guild

Capgemini / Sogeti

UX Consultant

11/2019 - 04/2020

- Worked at SAIA for their mobile and desktop apps
- Led **Design Thinking** process and oversaw UX/UI deliverables for multiple high-profile projects including ROADS, RAR and Linehaul Mobile App
- Facilitated **cross-region brainstorming** sessions and stakeholder meetings with C-levels and VP-levels clients to capture business requirements
- Conducted **contextual inquiry sessions** with dispatchers to explore candidate features for future road map
- Co-led with the POs and multiple offshore teams to **create POC** to test feasibility of new concepts
- Validated the **data structure** with BA/QA for the best UX/UI approach
- Analyzed client needs and translated into detailed documentations, Gitlab Stories, Adobe XD Wireframes and Axure RP prototypes

Equifax

Design Director

08/2018 - 10/2019

- Led creative direction and provided accessibility consultancy for the **corporate design system**
- Oversaw UX/UI development and product strategies for Business Center, App Center and Market Place of Equifax Commerce Platform
- Coached **Design Thinking** process for Corporate Service, ECP and Fraud
- Established **Internal User Testing** process
- Co-led with the Web Analytics Director to set up **Adobe SDR** process
- Led weekly UX/UI review meetings with design and development teams in different locales to ensure the product quality
- Led **Accessibility Auditing** for multiple segments to ensure all web products and applications complying with WCAG 2.1 guideline
- Managed **accessibility** vendors such as LevelAccess and Deque to ensure the results meeting the best standards

PROFESSIONAL EXPERIENCE DETAILS

EY USA

Sr. UX Designer

05/2016 - 07/2018

- Designed **HD wireframes** and provided annotations using tools like Sketch, Figma and PowerPoint to demonstrate the flow of UX interactions
- Utilized Axure RP, Invision and Principle to produce **interactive prototypes** for POC and A/B testing
- Developed and implemented test data for multiple **dashboard reports**
- Led tech discovery with developers and BAs to test the latest solutions including **Speech Recognition** and VUI, 5G, Drone, RFID, Bluetooth and AR, 2D Bar Code
- Supported the Sr. Director of Technology to define **on-premise Web analytics** process and KPI with Splunk, PowerBI and AppDynamics
- Managed **user research**, including field research, focus groups, end-user interviews, survey, and usability testing
- Conducted **competitor analysis** to explore UX/UI solutions that distinguish experiences from competition inside and outside of Big 4

Newell Brand

Sr. Web Designer / Web Developer

08/2010 - 04/2016

- Designed and implemented product sites built on **CMS solutions** such as Wordpress and Sharepoint
- Supervised the **code standards** for the creative groups and corporate IT teams
- Responded for implementing and automatizing all emails for DYMO and Graco CRM teams by Silverpop and ExactTarget
- Worked with brand managers to establish **SEO strategies** and guidelines.
- Built customized Coremetrics and Google Analytics dashboards for weekly reports to **improve conversion**
- Collaborated with Corporate E-Business team for multiple e-commerce **website redesign** - DYMO, Graco, Calphalon and Levolor
- Designed storyboards and developed **Flash and HTML5 banners** for multiple retailer partners such as Office Depot
- Established the internal **Adobe Scene 7** image library for dynamic rich media experience and cloud solution
- Managed **Webshpere CMC consoles** for DYMO and Sharpie and design commerce logic for major promotion events like Black Friday and Back to School

CompuCredit

Web Designer / Web Developer

05/2007 - 10/2009

- Conceptualized and developed **emails templates, flash banners, landing pages** and **kiosk applications**
- Provided crucial front-end and UX/UI guidance to **offshore teams** in UK and India
- Coordinated and prioritized production for all creative projects with Vice Presidents in Corporate Marketing
- Established **link-building tactics** with SEM team to increase the organic search results by 35%
- Collaborated with Senior Marketing Managers to improve open rate and click-through rate

PROFESSIONAL EXPERIENCE DETAILS

Macquarium

Sr. Creative / Web Designer

08/1999 - 04/2007

- Led multiple projects from start to finish for **FT500 Clients** including HomeDepot, GM, UPS, Coke Cola, IHG, IMG, IBM, Time Warner, AIG, Best Buy, Sabre Corporation, Alcon, Equifax and Yahoo!
- Provided creatives and UX/UI expertise for **mobile devices** and **kiosk displays**
- Designed and Developed high-profile **digital campaigns** for Home Depot Racing by directly working with the Sports Agency Octagon and Richards Group
- Supervised the creative production of the mega scale e-commerce projects for **Best Buy** and **Yahoo**
- Co-led the Flash production for Home Depot Horticulture **E-Learning** project

EDUCATION

1997 - 1999

Purdue University, W. Lafayette, Indiana

M.A., Assistantship, Visual Communications Design

1994 - 1997

University of Utah, Salt Lake City, Utah

B.A., Mass Communication

1985 - 1990

Ming Hsin Engineering College, Taiwan

Diploma, Mechanical Engineering

SKILLS

Software and Programs

Axure RP 9, Sketch, XD, Figma, Principle, xmind, Jira/Hipchat/Confluence, Gitlab, Aha!, MS VS Code, HTML5, CSS3, Bitbucket, Bootstrap, ExactTarget, SilverPOP, Jangomail, Mailchimp, Contant Contact, Wordpress, XAMPP, JQuery UI, Adobe Analytics, Google Analytic, IBM Analytics, AppDynamic, Google Ad-words, Google Webmaster Tool, Web CEO, Adobe Scene 7, Google Web Designer, IBM Websphere Commerce CMC, SharePoint Web Parts, Bazarrvoice, Channel Intelligence, Gigya, ForeSee, Netbase, Power BI, Tableau, Adobe CC, Microsoft Office, Google G Suite, Postman. Rich experience working with clients and teams in different regions and time zones.

Computing Platform

MAC and PC

Languages

English, Chinese and Taiwanese

TRAINING

06 / 2019

Scaled Agile PM/PO

05 / 2019

Cisco AppDynamic Bootcamp

10 / 2018

Scaled Agile SASM

07 / 2018

CX Talk Atlanta

2018 - 2019

UX Courses from Interaction Design Foundation

07 / 2018

Amazon Web Services Cloud Practitioner Exam