

Ayn Roberts

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pw: portfolio2023

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Arvada, CO

Senior product designer/Design management

Overview

As a product design leader with 8+ years under my belt, I have experience designing internal tooling applications from MVP to product maturity and driving adoption and conversion in high-production B2C experiences. I have built and managed small design teams within an agile framework and understand how to distill high-level feature ideas into measurable product requirements. Adaptable and collaborative, I thrive in conditions teeming with opportunities to optimize scalability, define product maturity through KPI development, and overall take a leadership position molding and delivering a high-quality experience.

Tools + Skills

- Figma
- Sketch
- InVision
- Abstract
- Balsamiq
- Axure RP
- Zeplin
- Miro/Mural
- Dovetail
- JIRA/Confluence
- Adobe Create Suite
- HTML/CSS
- Research and Strategy
- Usability Testing
- SaaS
- Accessibility
- Lean UX
- Information Architecture
- Project Management
- Design Operations
- Qualitative/Quantitative Research
- Prototyping, Wireframing, and Mockups
- UX Metrics
- Data Visualization
- Workshop Facilitation
- Agile Practices
- Mobile/Web/App Design
- Design Leadership
- Cross-Functional Leadership

Experience

Spectrum

SR. PRODUCT DESIGNER
(CONTRACTOR)

MAY 2023 – SEPT 2023

Product design lead for Internet and Voice (home phone) e-commerce conversion.

- Instituted process efficiencies within an agile framework to reduce design time by nearly 50% and a feedback loop from an average of 5 to 3 rounds of revision.
- Leveraged internal UX research with industry benchmarking to optimize conversion in internet upgrade services by 1-3% month over month.
- Collaborated with Content Designer to optimize Home Phone educational page for increased page engagement rates and decreased bounce rates.
- Templated hierarchical typeface changes with cross-departmental approval of the documentation and accessibility team.

Conversion feature design library lead (internally known as 'the BuyFlow team')

- Spearheaded new design/process governance within the feature team.
- Audited current elements into a matrix that defined the initial library MVP.
- Evangelized process to other teams for increased efficiency department-wide.

FINRA

SR. UX/UI DESIGNER
(CONTRACTOR)

MAR. 2022 – MAR 2023

Product Designer/User Researcher for internal CRM application.

- Interviewed internal users within the Fraud/Compliance teams to establish initial product requirements.
- Defined requirements with a feature set including CRM search, financial dashboards, and "relationship matrix".
- Designed product MVP within a robust team of 8 members including product managers, engineering, accessibility, and subject-matter-experts.

Product Designer/User Researcher for internal Claims Management tooling.

- Collected qualitative research to address issues of time management, approval bottlenecks, cross-department collaboration, and record-keeping.
- Designed initial UX architecture for MVP product launch.

- Defined future feature sets, leveraging a crawl/walk/run approach to iterative product development.

Hack-a-thon 2nd place winner for conceptual fintech consumer tool, FinMate

- Defined product requirements for Finmate, an educational web extension for teaching users about unregulated financial products and social media.
- Prototyped application for judged presentation.

Dell

SR. UX/UI DESIGNER

MAR. 2018 – MAR. 2022

Product UX/UI design lead for internal consolidation initiative, OneSizer

- After a company-wide audit of inside enterprise applications, Dell moved from a 'marketplace of ideas' approach to a 'central-planning' approach for internal tooling.
- Led application consolidation for similar sales-enablement products into one global internal product renamed, Onesizer.
- Retooled product architecture development, folding in new functionalities from the absorbed Live Optics team and distilling that into new flows that combined features from A3 and newly absorbed application functions.

Product UX/UI design leader for internal global sales-enablement tool, A3

- Built and led a team of 2-3 designers and mentored their professional growth.
- Distilled user interviews and stakeholder feedback into a balanced prescription of product requirements.
- Pivoted design strategy based on funding/adoption opportunities.
- Established an internal design system based on Dell's customer-facing design system.

Dell

UX/UI DESIGNER

(CONTRACTOR)

NOV. 2017 – MAR. 2018

UX/UI auditor to an internal sales-enablement tool, A3

- Contracted to audit internal sales-enablement tooling for the outcome of increased adoptability and user retention.
- Established KPIs and measured tool adoptability through user interviews and testing.
- Defined new design direction and feature roadmap with product team and stakeholder leadership.
- Re-released product with an adoptability increase of nearly 320% in the initial 3 months after launch.
- Operated within a startup-like environment to pivot in role requirements, leading to experience in UX architecture, User research, UI design, and product leadership.

Personify

UX/UI DESIGNER

MAY 2016 – NOV. 2017

UX/UI Designer for PersonifyGo, an updated web application based on their legacy CMS product, Personify360.

- Leveraged Lean UX principles to prototype workflows for stakeholder presentations.
- Transformed product requirements into Lofi to Hifi wireframes for development handoff.
- Collaborated with product owners for usability testing.

UX/UI lead for PersonifyGO: Y layer, a YMCA enterprise scheduling and security system.

- Traveled to 4 cross-country YMCA locations to guide user interviews and shadowing.
- Designed YMCA-specific features such as on-site scheduling for customer and agent-facing designs, and CRM document management.

Verve

INTERACTIVE DESIGNER

MAY 2016 – NOV. 2017

Interactive Designer and R&D innovator

- Pioneered experimental ad functions, formats, and engagement through R+D team. Designed B2C mobile advertising, specializing in geolocation strategies for mid-market and national brand campaigns. Assessed mobile ad KPIs in A/B testing scenarios prior to market launch. Top design lead on ad pitches, with an overall 44% win rate.

Education

George Mason University

BFA in Graphic Design

2008-2011