

Senior-level design professional with over 20 years of experience in the software & application development field. AS a Analyst, Artist & Developer Robert has been involved in almost every aspect of the design process from user testing, comparative product research, rapid prototyping & design docs for proposed solutions, and delivering on the promise of those proposed design specifications. He helps clients sort out and simplify complex IA issues via content analysis User Interviews, Usability Testing and innovation page layouts and UI Controls to create a reusable User Interface controls Library and template driven system of page layouts and progressive disclosure of information using mobile-first. Touch-friendly Interaction design techniques.

- Robert Works with key stakeholders to rebuild the enterprise architecture stack to remove development obstacles and create an exceptional customer experience as well as support business objectives as part of a digital transformation, translating a complex offering of services and technology across multiple apps or tools in a 'suite of tools' or converting that toolbox into an intuitive web experience for any device or platform.
- **Photoshop, Illustrator, ADA 508 Compliance, Adobe XD, SmartLogic, ConceptSearch, Fiduciary Rule compliance, Conceptual Wires in Microsoft Visio, InVision, Wireframes, Rapid Prototyping in Axure RP or iRise, Expert Systems Re-design for Findability & Usability, Interaction Design, Creative Direction**

Rob has specialized experience in Large Scale Corporate Intranet IA for Knowledge Management, Smart Agent Support Systems, Threaded Discussion Lists, Activity Feeds, and Business Social Network Communities of Practice for improved business productivity and collaboration across multiple niche verticals.

VUI and virtual assistant research into developing intelligent systems that replace traditional search & browse with an agent-guided conversation or AI assistant Designed to Be your friend (avatar) in the product procurement (shopping & support) or transaction consummation process. He has repeatedly demonstrated the ability to produce effective EIA roadmaps, project timelines, task tracking lists & provide leadership in project planning together with BAs, Visual Designers, IAs, Usability Testing professionals and Front-end developers

- User / Process Flow Auditing of other UX Designer's work & Provide Information Architecture Insight
- Rob possess excellent technical writing & communication skills critical to capture requirements
- Product Research & Field Testing, Working with Engineering managers to understand workflow
- Visually Mapping Large Domains into a Hub and Spoke or Enterprise Content model
 - like site mapping an enterprise with 10,000 web sites and 2 million web pages, Global Nav
 - Coming up with an appropriate metadata framework for same to automate & optimize ontological tagging and search results filtering, Search Engine Optimization based on Taxonomy
- Requirements Traceability, Network Architecture Topology and Enterprise domain mapping
- Knowledge Management System Search Experience enhancements at the International Monetary Fund for Field Agent Training & Operations Manuals
- EA class leader of Digital Center of Excellence (public speaking tours with Microsoft, KM World)
- Works well with development resources to develop a future-forward, mobile-first platform architecture
- Own integration of latest technology, tools, and strategies to improve the user experience across digital properties by keeping abreast of industry trends.

Strong experience with Mobile-first and responsive design, writing dialog / scripts for Virtual User Interface & Augmented Reality scenarios, prototyping and testing of leading edge responsive Interface and Intelligent Agent systems. Rob Teaches professional training courses in Information Architecture & is an industry best practice thought leader ON User experience thru collaborative CMS / content delivery systems. Provides team leadership in Agile app dev methodology and supports development of a reusable component library for reproducible results in solutions delivery. Areas of expertise include:

- Educate stakeholders via presentations and regular communications on UX best practices as a key member of the digital center of excellence
- Specialization in enterprise domain mapping & content analysis with extensive expertise in Architecture planning and enterprise IA governance

- Mastering the art of mobile app. design, Content Analysis & Customer Experience optimization.
- Identifying opportunities and for establishing common UI Look and Feel and repeatable Design System success stories
- 18 years of experience creating Site Templates, Dept Site Re-designs, Global Navigation Systems, & Common Sub-domain page level experiences
- Experience with the latest tools for design, testing, modeling and domain mapping, validating success with data & analytics

16+ years of Professional UX and Front-end Dev Team Leadership Experience

Independent Contractor & Self-Employed Product Analyst & UX Consultant via **Designed4use, Inc.** Marietta GA 30067

Nov 2018-Present UX Design, Product Management & Business Analyst at **Axis Capital** / Axis Global Re-Insurance Worked with Web Development team to re-invent UI for a Global Property Pricing Program for high value Commercial Property CAT Insurance Quotes, interfacing with AIR and RMS predictive CAT modeling systems. UI development and agile design sprints (providing hands-on direction with minimal documentation).

As Sr. UX Designer Rob conducts Product Analysis workshops with Business SMEs and Design Sprints with dev team to gather inputs and promote 'design thinking,' adding User focused clarifications to the business requirements.. He owns the wireframes and rapid prototyping process and he executes on these proposed design specifications as web program management for a commercial real estate Catastrophe Modeling and Global Property Pricing group within Axis Capital / AXIS Reinsurance as part of customer app dev IT solutions group.

Mar 2018-July 2018 **Pricewaterhouse Coopers**, 4040 W. Boy Scout Blvd, Tampa FL 33607

C2C Sub-vendor under Intelliswift, Inc. via Designed4use, Inc., a software design consulting firm

Service Application Design and UX Architect for RAD (Rapid Application Development) Team on Intranet Apps for PricewaterhouseCoopers US IT (Internal Business Apps Arch & Dev) Tampa US Internal Field Service (IT) office. Created User Experience prototypes for 3 applications in Agile Kanban product lifecycle using Axure, Node.js and React.js. Contributor to an Enterprise-wide effort to establish, standards, best practices, learning materials and a reusable component library or "UI Toolkit" to be shared to create a common look and feel across all internal US IT Service apps. Defined User Experience methods, roles tasks and deliverables for the US Internal Field Service.

Rob Designed 2 CI / Independence Assessment Dashboards, Redesigned PwC Assurance App with Sales Force Canvas Team I served as UI / Usability advisor helping the Assurance exec committee and corresponding IT project team to get more 'Walk Me' like UX / Usability Instructional Design, On-Line Help and Contextual Navigation Assistance (working with their auditing and accounting teams) on rebuilding their dashboard app from 'the ground up' Utilizing Salesforce as the newly minted CX Mgmt platform of choice and also did axure wireframes & interactive prototyping for one Human Resources app for "Direct Admissions" Partner Candidates evaluation forum – and All four of these PwC apps that he designed (or redesigned) were Mobile First, Responsive Touch friendly AppKit 2.1 design platform. He collaborated with the AI and Machine Learning teams on User Experience for automation intelligent agent systems and Voice User Interface activated Decision Support Tools.

Oct 2017-Jan 2018 UX Architect for **Intercontinental Hotel Group** (3 Ravinia Dr., Atlanta GA. 30329) as contract UX design consultant provided to IHG by Professional Services Software Development vendor NineLabs. Worked on Responsive UI / UX for two applications the 'View/Modify Reservations' UX Flows & Wires in Visio, rapid prototyping in Axure and the 'Business Rewards' Group Booking Feature, UX Architecture design docs in Visio with Axure Page mock-ups.

October 2014-Aug 2017

State Farm Mutual Insurance., Bloomington, IL 61701– Enterprise Digital Strategy Division

Recognized for product development and design leadership in spearheading a Template Driven CMS Redesign for the company Intranet featuring a higher standard enterprise site collection (each business entity gets 1x-7 of 7 web sites each designed for a specific business purpose: Dept. Site, Team Site Project Site KM Site, etc.) 7 standard site templates, and improved User Experience design leveraging a robust gallery of available page layouts and a simple, consistent, with a library of re-useable yet configurable node.js components

Rob was member of Architecture Standards team which was single handedly conceptualizing and rolling out these improvements to the digital content publishing lifecycle. He was simultaneously working on several specific KM Sites, 4 Dept. Publishing Sites, a baseline Project Site book of wireframes and 2 Call Center Support Solutions. Last year he helped redesign the enterprise Learning Mgmt. System for Training Learning and Development's 'SF University' Career Development platform. Rob Successfully completed 5 major company-wide initiatives as well as 3 separate Line of Business vertical projects during his tenure at State Farm.

January 2014-Sept2014 – **AT&T Wireless** Lenox Park Blvd Atlanta GA 30327

Senior IA / UX Design at AT&T Wireless as Corp to Corp resource provided by Halo Group consulting to their client AT&T. Working on Customer Experience Design for all AT&T web properties (including mobile) for e-Commerce, Billing, & support. Validates business goals against brand and customer experience needs in preparation for app dev. Mobile app dev for smartphone & tablet, responsive web design. Sr. IA / UX Designer on the experience planning team doing IA, UX Design Approach, and serving as UX modeler doing wires and rapid prototyping for Mobile Applications development for AT&T e-commerce & AT&T wireless support.

July 2012-August 2013

Earley & Associates – Boston, MA, an Information Architecture consulting firm. Carlisle, MA 01741 (subsidiary of Insperity, Houston TX 77032). Sr. Information Architect serving E&A consultant in the field of Taxonomy Development and Search Engine Optimization for Microsoft enterprise search and corporate knowledge sharing applications. Here's a list of UX Architecture / SEO Clients served during my employment with Earley & Assoc. Including:

Hewlett-Packard Customer Support– Palo Alto, CA & Boise, ID

Allstate Insurance – Northbrook, IL

Charles Schwab – San Francisco, CA

Franklin Templeton Investments– Dublin, CA & St. Petersburg, FL

AARP – Washington, DC

Phillips Health Care (medical imaging systems KB) – Cleveland, OH & DA Best, Netherlands

Boston-Fisher Scientific: Metadata Term Library development, navigation systems re-design and UI for Support Solution's 'Search & Browse' applications

June 11, 2007-August 7, 2012

EMC Consulting (Now Dell/EMC) – Hopkinton, MA, & 2600 Tower Oaks Blvd. / Rockville, MD 20852 also NY NY, Dallas TX, and Atlanta GA.

Sr. Solutions Architect, User Experience Designer for Portals & Collaboration division of EMC Consulting served as Sr. UI Design expert and UX team lead on the design or redesign of over 20 different enterprise (large scale) corporate portals starting with requirements validation and navigation systems design. I have expertise in both web design and software design for improved User experience, solving complex usability problems, and Corp Intranets redesigned for enhancing Usability, Findability & productivity on 20 large scale corp. Intranets in 5 years! **Also Scrum / Backlog Manager for Project Blackhawk - EMC Cloud & Virtual Data Center** - with teams in Chicago, San Francisco, Atlanta, Denver, Dallas
Designed a cloud-based asset management & data center migration analysis application

EMC Client Projects I worked on in a 5-year period while working as a full-time EMC employee / Solutions Architect and Experience Design team senior IA consultant:

Glaxo Smith Kline, Philadelphia PA, Durham, NC and UK

Merck, West Point, & Upper Gwynedd PA

Pfizer Malvern, PA

New York City Economic Development Corporation – NY, NY

First Tenn. Bank / First horizon financial – Memphis, TN

NYC Department of Health and Mental Hygiene – NY, NY

International Monetary Fund – Washington, DC

MOOG Space & Defense – East Aurora, NY

M&T Bank – Buffalo, NY (Banking: Personal, Business, & Commercial public-facing websites)

Feb 2007 – May 2007

Think, Inc. (now LiquidHub)– Atlanta, GA, Interactive Design Agency [contractor at Think Interactive, Inc. Think Direct

Report Chris Wilson. Worked with them twice over my career once as contractor (placed by ettain group) and earlier as Internal employee of THINK as Information Architect for both Think Inc & Answerthink Consulting who merged with Think in the mid-2000's. Provided UX and content analysis for UX Design work for several of Think's web design clients including Alltel, Time Warner, and Sun Trust. As User Experience Architect re-designed the Business to Consumer User Experience for a Major Telco's public facing systems to accommodate new self-service consumer interface to their "My Account" functionality that resides in on an IBM Web Sphere Portal.

June 2006 – Jan 2007

AutoTrader.com – Atlanta, GA [contractor at AutoTrader.com as IT consultant placed through Anteo Group 404-987-5152, 404-389-0560 via 1230 Peachtree St., NE, Suite 2075, Atlanta, GA 30309]

Autotrader.com Interaction Designer / User Experience design team for Dealer Solutions '07 Product Design
Researched and documented 'Dealer Solutions' product User Experience requirements gathering and delivered a working design model for an interactive 'ad creation' tool for the Automotive Industry partners and Autotrader.com. Created wireframe documentation and design for this system which allows dealers to create high-end New Car Advertisements by simply entering the appropriate inventory and discount data and then running the automated "special offer builder" to execute effective new car ads within one of several pre-fabricated design templates.

Feb 2006 – May 2006

Intent MediaWorks – Atlanta, GA [contractor at IMW through Lanta Technology Group LLC., IT Staffing, 404-256-7383, Daniel Graff-Radford, 950 East Paces Ferry Rd., NE, Suite 2860, Atlanta, GA 30326]

Intranet Design and Information Architecture Consultant, 4470 Chamblee-Dunwoody Rd., Atlanta, GA 30338
(CEO Ottolenghi promoted me to 'Director of Process Systems Design' in recognition of my experience & hard work. I Created simple, consistent, repeatable processes and WBS critical to the success of Software Development Lifecycle and Product Delivery. I was solely responsible for managing the entire project from start to finish. I supervised and collaborated with internal development teams and outsourced resources to get coding completed according to his design specifications. I then went on to maintain and build more page flows and front-end capabilities within the established .NET framework.

Sept 2005 – Dec 2005

Sentry Insurance – Stevens Point, WI
Information Architect

As Software Design consultant at Sentry Insurance through consulting firm Affinity, Inc. Mr. Dornbush provided web-enabled User Interface design for a new Agency Management System (AMS) and associated tools suite.

6/05 – 9/05

Business Edge Solutions – Atlanta, GA

Human Factors analyst \ User Interface Architect worked on the NCMS and Service Assurance projects as IA consultant to BES consulting Client Bellsouth (now AT&T) at their North Ave. location and designed a new User

Nov 2004-June 2005

HP Consulting & Enablement for client **Starwood Hotels** White Plains NY and Braintree, MA as HP Application Architecture & Design Consultant

Hewlett-Packard Company Consulting & Integration – New York, NY,

As Sr. Information Architect. Rob was well known among the client's (Starwood) Mgmt. team for taking ownership of all aspects of presentation layer delivery, and he was directly responsible for planning integrations with other related tools within the large-scale corporate intranet applications environment. promotional marketing engine's data model from their (the SME's) knowledge of legacy data stores and experience with the "As Is" business practices currently in place.

June 2004 – Nov 2004

Harland Printed Products – Atlanta, GA

Usability Engineer, Systems Analyst for SOA Application Design

Specialized in Business Process Mapping for Quality Improvement, Software Requirements documentation for financial services related functionality. Collaborated with Wells Fargo Bank analysts and programmers on workflow analysis.

Nov 2003 – June 2004

American Funds \ Capital Group – San Antonio, TX

UI Designer 3500 Wiseman Blvd.\ San Antonio, TX 78251 American Funds Information Service Group is a software

development group building applications for the Capital Group Mutual funds. He was responsible for User Interface Design for Call Center software, process flow diagramming, navigation systems architecture, and requirements gathering (interviewing business leads) to author UI Spec Docs for Financial Services applications. Engaged in designing 2 apps one for the Shareholder Associates' call center and another for control accounting's check processing procedure (dot net framework).

Nov 2001 – Nov 2003

GE Power Systems \ GE Energy Services – Atlanta, GA

Human Factors Analyst/UI Architect – Producer of UI Standards for over 40 in-flight projects.

Delivered improved User Interfaces for 12 applications over the course of 24 months, and then became the Sr. User Interface expert corporate-wide at GE Power responsible for editing and enforcing UX design standards corporate-wide for over 200 applications that were currently in production at the time.

Adobe Creative Cloud, Photoshop, Illustrator, ADA 508 Compliance, XD, Axure, Microsoft Visio & Omnigraffle Wireframe; Axure, InVision, and Sketch Rapid Prototyping, User Journeys, Personas, User Research, Usability Testing, Business Analysis, Solutions Architecture, Content Management Systems, SharePoint, Oracle Inqira, Tridion, dot Net, SDL Web 8, experience manager, Camstar MES & Pega BPM Systems.

THE PORTFOLIO

www.designed4use.com

<https://dornbush.myportfolio.com/>

for a more detailed review with Architecture Diagrams & UX Presentations ask for a virtual conf. tour of our private vault

Linked-In Profile

<http://www.linkedin.com/pub/rob-dornbush-22b878a/>

Education

CERTIFICATE | FALL 1996 | San Francisco State University, College of Extended Learning, Multimedia Studies Program, UI Design Emphasis (a 2-year post-graduate vocational program)

- Major: Photoshop, User Interface Design, Web Design
- Minor: Kiosk & CD Rom Software Development, Video and Information Technology
- Related coursework: Adobe Illustrator, Premier, After Effects, Application Design, User Experience for Internet

BACHELOR OF ARTS | 6/12/1987 | University of California at Santa Cruz

- Major: Technical Theater (Theatre Arts)
- Minor: Film Studies (Writing, Directing, and Production)