

Rob Sumner

UX Designer | Seattle

robsumner@gmail.com

206-280-1649

Portfolio

www.robsumner.com

Education

Master of Arts
Ohio University –1999
Visual Communication

Bachelor of Arts
Connecticut College –1994
History

User Experience Design
General Assembly –2016
UX Design Immersive

Volunteer Work

Boy Scouts of America
2014 - present

Lead a group of 30 Scouts and their parents in carrying out the BSA Cub Scout program. Coordinate with volunteer leaders on activities including outdoor education, STEM, and community service projects. Applied UX principles in building a website to assist in recruiting to the program.

Skills / Tools

Agile / Scrum
Axure
Competitive analysis
Content writing
Invision
Journey maps
Personas
Photoshop
Prototyping
Sketch
Usability testing
User flows
Visual design
Wireframes

Profile

UX designer with experience taking ownership of projects, defining the problem and designing with purpose. Excited about building prototypes, conducting usability testing, establishing visual design, and learning from collaboration.

Employment History

Freelance UX Designer / Content Strategist

7/2016 – Present

Client example: Stanford School of Medicine

Present and execute opportunities for optimized site usability and visual design.

Content editor for usability and accessibility best practices. Technical expertise with Adobe Experience Manager (AEM) CMS.

UX Designer

5/2017 – 12/2017

Premiera Blue Cross (Contract)

Completed a high priority design initiative to simplify member submitted claims, as primary UX designer. Performed user research, refined content, created high fidelity prototypes, conducted usability testing and defined visual identity. Worked in Agile/Scrum environment to support product's development.

Senior Content Editor / Technical Designer

3/2015 – 6/2016

Nike (Contract)

Ensured desired experiences for visual presentation and brand continuity were met on desktop and mobile platforms of Nike.com, across multiple languages. Met key deadlines on rigorous publishing schedule tied to major product releases.

Visual Content Strategist

3/2012 – 3/2015

Microsoft (Contract)

Increased engagement on app and web properties using data analytics to research user preferences for visual content. Defined image style and procured content to build the identity of high profile apps for news, sports and finance editorial content.

Business Co-Founder

3/2009 – 2/2012

Red Box Pictures

Developed procedures for business operations and client interactions while creating a profitable studio supporting 4 photographers. Managed annual operating budget of \$100,000.

Photojournalism Editor

5/2006 – 3/2009

Seattle Post-Intelligencer

Built creative and collaborative environment to inspire photographers and editors, resulting in paper being recognized in national industry awards as one of the top 3 papers for best use of photography in the country. Directed 11 photojournalists each day in creating photography to inform, delight, and surprise readers.

Photojournalist

11/1999 – 9/2005

Sun-Times Media Group (Chicago Area)

Photojournalist focusing on human interest stories and educating community on pertinent issues. Provided input on visual presentation and use of photography.
