

Rob Sumner

UX Designer

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Education

Master of Arts
Ohio University
Visual Communication

Bachelor of Arts
Connecticut College
History

User Experience Design
General Assembly
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
HTML/CSS
Invision
Journey maps
Personas
Photoshop
Prototyping
Sketch / Zeplin
Usability testing
Visual design
Wireframes

Profile

UX designer with experience leading projects end-to-end, delivering on all facets of the UX process including domain research, ideation, prototyping, usability testing and visual design. Knowledge of UX tools, modern design patterns and UX workflows. Experience working across different types of teams to foster collaboration and best design outcomes. Interest in helping organizations set-up processes and guidelines.

Employment History

Freelance UX Designer / Content Strategist 07/2016 – Present

Stanford School of Medicine, Office of Faculty Diversity and Development

- CMS and visual content expert offering guidance on how to manage and update site within a new CMS (Adobe Experience Manager (AEM)).
- Executed opportunities for optimized information architecture and site usability.
- Content editor for usability and accessibility best practices.

UX Designer 05/2017 – 12/2017

Premera Blue Cross (Contract)

- Primary designer for experience to simplify member submitted claims.
- Worked closely with stakeholders, product manager, and developers to establish systems for clear communication and project documentation.
- Conducted research to identify business and user pain points.
- Built high-fidelity prototypes for user testing and guide for developers.
- Refined content, working in conjunction with a content strategist.
- Conducted usability testing.
- Defined visual identity.

Senior Content Editor / Technical Designer 03/2015 – 06/2016

Nike (Contract)

- Authored Nike.com editorial pages as CMS and visual content expert.
- Ensured experiences matched brand continuity, site met desired user experience on desktop and mobile platforms, and best practices were implemented for SEO.
- Met rigorous publishing schedule tied to product releases.

Visual Content Strategist 03/2012 – 03/2015

Microsoft (Contract)

- Increased engagement on 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.

Business Co-Founder 03/2009 – 02/2012

Red Box Pictures

- Created a profitable studio supporting 4 photographers. Worked on branding, SEO, business development, client workflows and managed operating budget of \$100K.

Photo Department Team Leader / Assignment Editor 05/2006 – 03/2009

Seattle Post-Intelligencer

- Directed 11 photojournalists each day in creation of photography for daily paper.
