

Rob Sumner

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Profile

I have a love of telling stories and solving problems, driven by empathy for others. I have successfully pursued these passions through UX design, photography and journalism.

Education

Master of Arts
Ohio University
Visual Communication

Bachelor of Arts
Connecticut College
History

Volunteering

Lead a group of 30 Cub Scouts. Activities include environmental education, leadership, STEM, and community service.

2014 – present.

www.seapack9.org

Skills / Tools

Axure
Competitive analysis
Content writing
CSS
Figma
Personas
Photoshop
Prototyping
Research
Usability testing
User flows
Visual design
Wireframes

Experience

UX Designer / Interaction Designer

10/2018 – Present

Microsoft via Allovus Design

- Designed the end user experience for a new service in Azure AD, entitlement management, which facilitates the sharing of business resources with collaborators at enterprise scale. Product in public preview.
- Partnered closely with product team to understand customer needs and expectations. Presented a variety of design solutions and defined the final design approach based on customer feedback.
- Worked with engineering to ensure final designs could be implemented to current standards as defined by Fluent / Fabric design system.

UX Designer / Interaction Designer

07/2016 – Present

Freelance

- (Stanford School of Medicine) Designed web experience to promote diversity within the SoM community. Devised a way to maximize their current CMS in creating a catalog of diversity resources, which could be explored by program or constituency. Resulting site tied together over 100 divergent programs, making it easier for programs to be found, further fostering the campus diversity efforts.
- (Robotics startup (NDA)) Identified key strategy for app that interacts with robotic food truck. Provided research, visual design, prototype and user testing. Material used in investor presentations for initial funding.

UX Designer / Interaction Designer

5/2017 – 12/2017

Premera Blue Cross via contract

- Proposed and designed new patterns based on user research and testing to help users through complex tasks that were previously paper forms. Patterns were designed to be scaled to a variety of tasks, improving a key channel of communication to customers.

Visual Content Strategist / Technical Designer

03/2012 – 06/2016

Agency

- (Microsoft) Defined image style and procured content to build the visual identity of high profile apps for news, sports and finance editorial content. Increased engagement on apps and MSN web properties using data analytics around user preferences for photography.
- (Nike) Provided technical and visual expertise within Adobe CQ AEM CMS to build responsive Nike editorial web experiences. Facilitated localization of the Nike.com editorial site to 77 locales in 25 languages.

Business co-founder

01/2009 – 12/2012

Red Box Pictures (Editorial and commercial photography studio)

- Co-founded and built a profitable business supporting 4 full time photographers. Photographer for clients including: Costco, Russell Investments, Komen Foundation, and the University of Washington.