

ROB CARTER

Visual Architect | UX UI Designer

Atlanta GA

Email: mrrobertcarterjr@gmail.com | Portfolio: [UX/UI Design Portfolio](#)

Summary

Professional User Experience Designer with rare skillset who delivers cutting edge digital product designs for a wide range of digital and online products. Over ten years of product design and development success stories for a \$15 Billion global company using an array of the latest industry technology.

Designer Experience

- Customer Work Sessions
 - Responsive Design
 - Google Analytics | Tableau
 - Hands On Web Developer
 - Adobe Creative Cloud
 - Sprint Planning | Reviews
 - Multiple Project Delivery
 - Cross Functional Teams
 - User Experience Research
 - Adobe XD
 - Scaled Agile and Waterfall
 - Customer Surveys | Feedback
 - Wireframes and Story Boards
 - Interactive Creative Assets
 - Premiere Pro | After Effects
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Sanctum Solutions Consulting

2020 - Present

Freelance – Part Time

InterContinental Hotels Group (IHG)

2002 – Present

Recent Positions: Manager, Information Delivery (Digital Products) | IT Manager

User Experience Delivery Model

Develops a deep understanding of the Product objectives, design and audience then creates UX artifacts and works with development teams to deliver product based on User Stories. Evangelizes the product vision and builds trust by maintaining an accurate and achievable design roadmap.

Selected Project

Designed and delivered a major CMS customer web application utilized daily by thousands of corporate and B2B users. Produced numerous mock-ups, storyboards, navigation paths, site maps, CSS mega menus for leadership team and Sprint Planning/Reviews. Hand coded site in HTML5, CSS, JQuery, JavaScript and Bootstrap components. Enhanced UX experience via Google Analytics/Tableau visualizations of page interactions and annual product surveys.

Additional Projects

UX/UI Design and subsequent development of products to include: Websites ▪ CMS Portals ▪ Digital Products ▪ Conference Microsites ▪ ERP Applications (P2P, AR, Finance) ▪ CRM Applications (Call Center) ▪ HTML Newsletters ▪ FinTech Interfaces ▪ Security Interfaces ▪ Reporting, Dashboards and Performance Scorecards ▪ Brochures ▪ Various Online Products

Product Design Experience

Leads various cross functional Product teams, analysts and SME professionals in all phases of custom UX product solutions delivery (from requirements gathering and discovery through build, test phases, QA, training, communications, launch, and support) for global stakeholders.

- Develops Google Analytics performance metrics utilizing data visualized through Tableau

dashboards to improve site design, performance and accessibility. Detailed corrective action planning to deliver site KPIs and site objectives.

- Creates a vision with the Customer, adhering to Corporate Style Guides, which provides a solution to opportunities with the current Digital Product.
- Focuses on styling, functionality and Agile delivery with quick go-live for customer
- Works with off shore developers and Agile team to resolve issues quickly.
- Delivers overall digital user engagement strategy promoting organizational UX guidelines.
- Organizes focus sessions, interviews and workshops to identify Stakeholders and develop accurate product requirements through the utilization of prioritized User Stories.
- Partners with developers and SME's to deliver user interface designs and harmonize efforts with user experience efforts throughout the product portfolio.
- Designs custom user interfaces, buttons, sticky and mega menu navigation, themes, colors, layered slider systems, search pages, HTML5, CSS, JavaScript and JQuery components.
- Develops and delivers test plans, QA testing, User Acceptance Testing (UAT), cross browser testing and A/B testing.
- Creates detailed interactive product roadmaps featuring UX enhancements, completion schedule, roles and responsibilities, work descriptions and enhancement objectives.
- Performs User Research for the delivery of new products and existing enhancements. Solicits feedback from users to enhance and improve product based on customer insights.
- Skilled in the management of direct reports, project teams and offshore developers.
- Builds relationships with key business partners to expedite Agile delivery.
- Solves design problems and removes impediments to a successful product delivery.
- Drives deadline awareness while promoting teamwork and individual accountability.
- Champions teams' efforts throughout organization to build trust, credibility and confidence of business partners in teams' ability to deliver best in class digital products.
- Facilitates daily and weekly meetings as necessary to ensure that all UX/UI designers and developers are on track for agreed cost and schedule targets. Meetings surface any new risks or threats to successful delivery and are monitored throughout life of product.
- Team resource acquisition and cross training of staff for continuity of product delivery.
- Creation of text and graphic Digital Content for Web Sites, Apps, CMS and numerous other enterprise applications reaching a global audience.
- Full product designer skilled in the creation of all aspects of Digital Artifacts including Mega Menu Systems, Graphics, Logos, Buttons, Style Guides, Interfaces and Digital Components.

Technical and Development Software Experience

Web, UX/UI, Graphic Design: Adobe Creative Suite | InVision | Sketch | Axure | Adobe XD
Web Development: WordPress | SharePoint | HTML5 | CSS | JavaScript | JQuery | Bootstrap
BI: Tableau Desktop & Server | Oracle OBI | SAP BI Tools | Google Analytics

UX and Product Management Experience

Planning: Requirements Gathering | User Stories | Release Planning | Product Alignment
Execution: Product Demos | User Workshops | Cross Functional Teams | Surveys | Testing
UX Research: Tableau and Google Analytics | Usability Tests | Concept Tests | User Surveys

Most Recent Agile Training Completed

Scrum Master Certification (CSM) Training
The Complete Agile Project Manager

Scrum Alliance
Project Management Institute

Education

Master of Business Administration (MBA)
Bachelor of Science in Business Administration

Brenau University
Shorter University