

# Gregory Robertson Jr.

## UI/UX DESIGNER

Charlotte, NC  
(919) 624 -9124

[LinkedIn](#)  
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[Email](#)

### EXPERIENCE

#### FanFindr, Remote — Lead *UI/UX Designer (Contract)*

November 2023 - December 2023

- Led design team consisting of 2 other designers. Managed team road map, communication channels, and team/client meetings.
- Helped site redesign for dashboard and new 'push notification' feature decrease exit rate by 18%. Increase conversion rate by 13%, Increase engagement rate by 21%, and decrease bounce rate by 24%.
- Created effective, open ended interview guides to strategically engage with participants and their user experiences.
- Delivered 15+ WCAG compatible wireframes by conducting market research to understand customer needs in an organized and analytical manner.

#### SpringBoard, Remote — *UI/UX Designer Apprenticeship*

December 2022 - December 2023

- Mastered skills in information architecture, user interviews, sketching and wireframing, prototyping and testing, eCommerce and browsing, persuasive and anticipatory design, gamification and behavior change, data design, and product lifecycle.
- Successful completed 3 case studies & 1 design sprint reviewed and passed by UI/UX Designers & Hiring Managers currently within the industry.
- Worked in agile environments while successfully meeting design deadlines.

#### Freelance Graphic Designer — Remote

December 2017 - February 2023

- Helping clients to improve brand development and identity. Collaborating with brand owners and helping with logos, posters, brochures, business cards, web/mobile design, and illustrations.

### EDUCATION

#### Winston-Salem State University — *Bachelor's Degree (Graphic Design)*

August 2017 - June 2021

Studies in Traditional art, Graphic Design, Computer Graphics.

### SKILLS

**Design:** Illustration & UI graphics • User flows • Concept sketches • Wireframes & mock ups with Figma, Sketch, Adobe XD • Style guides & pattern library • Typography • Information architecture

**Prototyping:** interactive prototyping using Adobe XD, Figma, Sketch

**Research:** Qualitative & Quantitative research • Primary & Secondary research • User interviewing • User testing • usability testing • personas • Site Map • Card Sorting • Competitive & Heuristic Analysis

**Tools:** Adobe XD • Figma • Sketch • Miro • Muro • Invision studio

**Collaboration:** Facilitating team calls & meetings • Self Starter • Detail Oriented • Flexible • Communicative

### AWARDS

Springboard - UI/UX Design Certification