Rob Brogan

robrogan@gmail.com
248.736.5590

UX Design, Amazon (Audible products) — 2016-Present

Projects address all touchpoints for Audiobooks and Audible members on Amazon web and app. Designed the first ever Settings page on Amazon for Audible customers. Optimized format "twister" greatly increasing glance views on books PDP. Delivered several marketing frameworks to drive trial signups.

Interaction Design, FJORD — 2014-2016

Conceptualize and design digital services for clients from various industries, helping them innovate their digital products and services across multiple touchpoints. Plan, facilitate and contribute to design workshops. Create detailed wireframes as well as high level service maps.

Co-Instructor, Parsons School of Design — Jan-May 2016

An introductory MFA Design course taught with a design peer, introducing students to principles of usability, fostering student discussions and design feedback.

UI/UX Design, Snapogee — 2014–2015

[Side-project collaboration.] Snapogee was a mobile/tablet ecosystem for early childhood development and the extended family. Conducted design workshops, and provided general design direction for app.

Freelance UX Design — 2013–2013

Tribal – Delivered wireframes for a global brand site template, responsive to three viewports.
Geometry – Oversaw the visual design phase of a major P&G brand site design.

Information Architect, Radical Media — 2012–2013

Create user flows, site maps, and wireframes as communication tools to defend user needs and realize design opportunities for the client. Internal iOS projects developed with an Agile workflow – cycling between sketching, frequent prototyping with developers, and wireframing when necessary.

eCommerce & Marketing, Extreme Linen/Blanket America — 2011–2012

Managed e-mail marketing campaigns and social media. Asset designer and copywriter for product details.

Artist Relations, 1xRUN — 2010-2011

Primary role was to engage artists and facilitate the sale of artwork as limited edition prints.
This also marks my first UX Design experience as I designed new check-out flow, and an app proposal.

Skills:

Writing
Workshop facilitation
Design direction
Presentations for senior stakeholders
Experience with many web platforms –
Trello, InVision, Slack, etc.

Tools:

Sketch, Invision
Dot-grid paper and Post-its

On the side:

Co-Instructor "Design for Usability" at Parsons
Design and Technology MFA program – 2016
UI & UX Design for Snapogee App
Snapogee, mobile startup – 2015

Education:

B.A. Spanish Language & Literature
Grand Valley State University – 2009

Cambridge (CELTA) Teaching Certification
International House, Barcelona, Spain – 2010