

# ROBERT IRISH

Senior Designer

Portfolio: [bit.ly/robert-irish](https://bit.ly/robert-irish)

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Hello. I have 20 years of design experience working with various brands to build creative and informative experiences that have brought value to the lives of thousands of people.

## EXPERIENCE

### Senior Product Designer

**Write Label, Inc. | 2022-Present**

Designing solutions to complex users interactions across a B2B web application. Designing UI for users to create AI-generated radio ads.

### Freelance Designer & Owner

**Industrial Rabbit, LLC | 2005-Present**

Contractual design services for small to mid-sized businesses specializing in web design, graphic design, and UX/UI design.

### Director, Brand and Product

**Picaboo Yearbooks | 2020-2022**

Designed end-to-end solutions for school yearbook publishing. Designed interactions for design tools, photo management, and e-commerce. Led creative direction in marketing and branding efforts. Managed an intern and graphic designer.

### Senior Product Designer

**Scentsy, Inc. | 2018-2020**

Designed online business and sales tools for international community of direct-sales consultants. Designed solution for subscription-based e-commerce. Managed marketing assets across website, blog, and catalog.

### Senior Product Designer

**Picaboo, Inc. | 2013-2018**

Designed tools for consumers to build and order custom-photo printed products. Led creative direction in marketing and branding efforts. Managed another UX designer.

### UX/UI Designer

**Bodybuilding.com | 2012-2013**

Designed solutions for users to track fitness goals and workouts.

### Web Design Specialist

**Idaho Department of Labor | 2010-2012**

Designed various websites and printed materials that supported Idaho employers and job seekers.

### Web and Graphic Designer

**All-American Publishing | 2004-2010**

Designed websites, interactive newsletters, and printed materials supporting school fundraising. Led design and e-commerce efforts for a school spirit wear brand.

## EDUCATION

**University of Phoenix | 2009-2011**

Bachelors, Business Management, Marketing

**ITT Technical Institute | 2003-2006**

Associates, Web Development

## SKILLS

Design Thinking  
Product Strategy  
Design Systems  
Leadership  
Creative Writing  
Branding  
Product Marketing

## TOOLS

Figma  
Sketch  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Wordpress

## PUBLICATION

[iWonderfulTech.com](https://iWonderfulTech.com): personal blog with periodic articles about Apple products and design.

[AppleInsider.com](https://AppleInsider.com): "What Apple Learned From Skeuomorphism and Why It Still Matters" | 2022

[UXDesign.cc](https://UXDesign.cc): "UX Lessons from Netflix's Price Increase Email" | 2019

[Amazon eBook](https://Amazon.com): "Crossing the Creative Divide: How to Work Where Worthwhile Ideas Live" | 2015