

Robert Irish

Senior Product Designer with 10+ years of experience based in the Boise, Idaho area

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Portfolio: bit.ly/robert-irish

RESPONSIBILITIES

- ✓ Conduct **user research** to understand the needs, behaviors, and pain points of our target audience.
- ✓ Employ **creative problem-solving** to ideate product solutions that serve customer and business objectives.
- ✓ Create and iterate on feedback-informed wireframes, **mockups**, and interactive **prototypes** to communicate design ideas effectively.
- ✓ Employ **user interface design** that is user-centered, intuitive, and aesthetically pleasing that aligns with the brand identity and enhances user satisfaction.
- ✓ **Collaborate** closely with cross-functional teams, including product managers, developers, and marketers.
- ✓ Plan, conduct, and analyze **usability testing** sessions to validate design concepts and identify areas for improvement.
- ✓ Contribute to the development and maintenance of **design systems** to ensure consistency across all products and platforms.
- ✓ Stay **knowledgeable** with the latest design or industry trends, design tools, and technologies.
- ✓ Define and lead **product strategy** and align the overall design vision with business goals and user needs.
- ✓ Demonstrate **thought leadership** among team, **mentor** junior designers and foster a culture of continuous improvement.
- ✓ Regularly **communicate**, present, and **advocate** design concepts to senior stakeholders and executives.
- ✓ **Manage** multiple design projects, ensuring timely delivery and high-quality outcomes.
- ✓ Champion the design of **inclusive, accessible** products for a diverse user base.

SKILLS & TOOLS

Accessibility, Adaptive Design, Adobe Photoshop, Adobe Illustrator, Agile, Branding, Copywriting, Data Analysis, Design Systems, Design Thinking, Figma, Front-End Development (HTML, CSS, JavaScript), Information Architecture, Interaction Design, Product Marketing, Project Management, Prototyping, Sketch App, User-Centered Design, User Research, Usability Testing, Visual Design, Wireframing

EMPLOYMENT HISTORY

Senior Product Designer | Write Label, Inc. | 2022-Present
Director, Brand and Product | Picaboo Yearbooks | 2020-2022
Senior Product Designer | Scentsy, Inc. | 2018-2020
Senior Product Designer | Picaboo, Inc. | 2013-2018
UX/UI Designer | Bodybuilding.com | 2012-2013

EDUCATION

University of Phoenix | 2009-2011 | Bachelors, Business Management, Marketing
ITT Technical Institute | 2003-2006 | Associates, Web Development