Robert Irish

Designer with 20+ years of experience based in the Boise, Idaho area

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Portfolio: https://industrialrabbit.com/robert-irish

SUMMARY

I'm a Senior Product Designer and a Graphic Designer with over 20 years of experience. My lifelong talent in design and creativity combined with my analytical awareness has given me a knack for turning complex ideas into easy-to-understand, delightful solutions. I've helped many companies elevate their brands with designs for mobile apps, web apps, in-depth websites, brand identities, and various printed and digital assets. My experience with marketing, executive, and technical teams as well as vendors and customers has honed my skills in communication, presenting ideas, and awareness of business and customer needs. I invite you to review my design portfolio: https://industrialrabbit.com/robert-irish

SKILLS & TOOLS

Accessibility, Adaptive Design, Adobe Photoshop, Adobe Illustrator, Agile, Branding, Communication, Copywriting, Data Analysis, Designing for AI and Large Language Models, Design Systems, Design Thinking, Figma, Front-End Development (HTML, CSS, JavaScript), Information Architecture, Iconography, Ideation, Interaction Design, Mentoring, Product Marketing, Project Management, Prototyping, Sketch App, Strategy, Typography, User-Centered Design, User Experience Design, User Interface Design, User Research, Usability Testing, Visual Design, Wireframing

EMPLOYMENT HISTORY

Senior Product Designer │ Write Label, Inc. │ July 2022 - February 2025
Design UX/UI for generative-AI-powered B2B tools. Conduct customer surveys. Build and maintain brand guide including design system of UI components. Produce marketing material assets including emails, videos, slide decks, and webpages.

Director Brand and Product │ Picaboo Yearbooks │ March 2020 - April 2022
Design UX/UI for yearbook publishing and e-commerce tools. Develop and implement multi-branding strategies and visual identities. Produce marketing material assets including emails, videos, flyers, posters, and websites. Manage one other graphic designer, an intern, and a marketing coordinator.

Senior Product Designer & Content Planner │ Scentsy, Inc. │ February 2018 - March 2020
Design consumer e-commerce UX/UI and business tools for sales team. Conduct customer interviews, focus groups, and surveys. Build and maintain design system of UI components and iconography. Manage marketing assets across website, blog, and catalog. Manage three design interns.

Senior Product Designer │ Picaboo, Inc. │ May 2013 - February 2018
Design UX/UI and e-commerce for online photo book creator. Produce marketing material assets including emails, videos, flyers, mailers, and websites. Manage one other designer and one intern.

UX/UI Designer │ Bodybuilding.com │ May 2012 - May 2013
Design UX/UI for fitness-activity tracking tools. Developed family of icons for fitness app.

Graphic & Web Designer │ Idaho Department of Labor │ June 2010 - May 2012
Design and maintain various websites supporting Idaho job seekers and employers. Produce communications materials for job seekers including posters, flyers, booklets, and infographics.

Designer & Owner │ Industrial Rabbit, LLC │ July 2005 - Present
Independent contract design services including UX/UI, web design, and graphic design.

Graphic & Web Designer │ All-American Publishing │ September 2004 - June 2010
Design and maintain online interactive magazine. Design t-shirt and embroidery graphics and prepare for printers. Produce marketing material assets including websites, posters, and trade show materials and banners.

EDUCATION

University of Phoenix │ September 2009 - January 2011 │ Bachelors, Business Management, Marketing
ITT Technical Institute │ September 2003 - June 2006 │ Associates, Web Development