

Robbie Frank

UX RESEARCHER, WRITER, & INTERACTION DESIGNER

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SKILLS

Research

Interviewing
Ethnographic Studies
Usability Testing
Card Sorting
Feedback Forms
Surveys
A/B experiments
Cognitive walkthroughs

Design

UX Writing
Typography
User Interface
Interaction Design
Sketching
Wireframing
Prototyping
Information Architecture

ABOUT

Learner • Simplifier • Hustler
Reflective • Scrappy • Unusual

EDUCATION

MS | Elementary and Special Education

May 2014 • Wheelock College
Boston, MA

BFA | Graphic Design and Visual Art

December 2006 • Wayne State University
Detroit, MI

RELATED COURSE WORK

Beginex | User Experience Design

January 2018 - March 2018 • New York, NY

- Elected cohort President
- Areas covered: research - user interviews, competitive/comparative analysis, personas, user flows, sketching, wireframing & prototyping, usability testing, design deliverables, and client presentations.

General Assembly | User Experience Design

May 2017 - August 2017 • New York, NY

- Areas covered: research - user interviews competitive analysis, personas, information architecture, user flows, sketching, wireframing & prototyping, and usability testing.

ACHIEVEMENTS

Eagle Scout

Boy Scouts of America

Me vs Gravity

9 broken bones, 2 plates, and 19 screws

TOOLS

Adobe CC
Sketch
InVision
Flinto
Figma
CSS
HTML
Javascript

EXPERIENCE

UX Consultant | Repeat Roses

May 2018 - July 2018 • New York, NY

ABOUT: Designed a B2B digital product to streamline data collection for contractors. The company is a social impact-meets-sustainability service. The client pays a tax refundable fee and their flowers get picked up, repurposed for facilities in need, and then composted.

- Generate microcopy for B2B digital platform.
- Conduct and analyze user research and usability testing.
- Created sketches, visual design direction, and interactions for prototypes.

UX Consultant | Eventpass

January 2018 - July 2018 • New York, NY

ABOUT: Created mobile onboarding experience for new users. Eventpass is a subscription service offering users unlimited monthly events.

- Created sketches that developed into the final design.
- Write microcopy for landing page and mobile app.
- Developed user journeys and flows.
- Serving as Project Manager
- Conduct and analyze research and usability testing.

Special Education Teacher | The School at Columbia University

November 2015 - July 2018 • New York, NY

- Created a spelling tool and program which increased learning.
- Developed learning goals from research which informed decisions.
- Designed visual representation of the curriculum so students with cognitive disabilities can access content.
- Daily iteration of teaching practices and methods.
- Managed over 30 student cases with various learning disabilities while collaborating on 12 different teams each school year.

Freelance UX/UI Designer | ReadUp App

July 2017 - December 2017 • New York, NY

ABOUT: An online reading assessment tool for classroom use. First, the student reads a book aloud as their audio is being recorded. Next, the audio is analyzed and scored. Finally, the results, with audio is sent back to the teacher for student records.

- Enhanced UI and visual design direction, which created a more efficient and functional experience for the users.
- Conducted research through interviews and usability testing.

Special Education Teacher | Cambridge Public Schools

August 2012 - June 2015 • Cambridge, MA

- Designed visual charts, behavior plans, and checklists for students with language-based learning disabilities.
- Taught UDL (Universal Design for Learning) methodologies.
- Administered and analyzed tests to reinforce teaching decisions.

Art Director | Luxury Home Magazine

October 2006 - June 2011 • Denver, CO

ABOUT: The largest network of market-specific magazines featuring luxury homes in North America, with over 2,500,000 copies printed annually.

- Established new direction for the publication during tenure.
- Promoted growth for the company from increased media buys.
- Saved money and cut costs.
- Conceptualized, directed, and managed the art department on all aspects of print and web design.