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Robert Gourley, strategic design lead with a proven record of launching products for the world's most recognized brands

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Work Experience

Oct, 2015 - Current

Axure Software Solutions, VP of Product Design

- Manage UX/UI Design team building software for a global market
- Responsible for product design, UX/UI and design to provide a quicker, more streamlined workflow for users
- Extended product line to new cloud product offerings
- Develop new branding and positioning
- Develop new product features across the product portfolio

Jun, 2014 - May, 2015

Ellation/CrunchyRoll, Director of Product Design

- Led creative team in design and development of a large, multiple-endpoint consumer OTT video product called VRV. (Business sold to Sony for \$1.2B in 2020)
- Developed product design vision for mobile (iOS & Android), Living Room (PS4, Xbox One, Roku and AppleTV), and Web
- Managed diverse creative team of UX, UI, and researchers
- Worked with C-suite to ensure vision alignment between design, product, and business teams

2007 - Mar, 2014

Mojave, inc, Founder, Director of Product Design

Founded strategic agency providing creative and user experience services to clients worldwide. Developed agency branding, built internal processes, and directed overall strategic vision. As user experience director ran the day-to-day creative process on multiple accounts and new business pitches.

- Developed and won new business efforts for National Geographic, Apple Computer, and Whole Foods Market
- Created overall concept and UX for National Geographic's Facebook app which helped grow it to over 13 million fans
- Won multiple awards for creative work; Mojave was named one of the "Top 99 creative agencies" by the Creative Agency Awards

2005 - 2007

Y&R, Digital Creative Director

Grew interactive group from three freelancers to a fully-staffed department of cross-functional employees, including UX, UI, producers and programmers.

- Created and developed NCAA campaign using Facebook, before Facebook was open to users outside of university students
- Developed the most successful online campaign for a semiconductor company's history, directly driving sales and growing partner relationships
- Developed rich media advertising for a multinational company that was so successful the campaign was extended indefinitely and set as a model for all future online efforts

2003 - 2005

Yahoo, Interactive Art Director

Brought into Yahoo's IDEA group, an internal creative garageworks, to help concept and launch new initiatives for the company.

- Designed and launched the Small Business e-commerce website, a major profit center for Yahoo
- Won Purple Cow Award for innovative marketing

1998 - 2005

Flaregun, Creative/User Experience Director

Started agency and grew it from a freelance operation to a successful website development agency that exited by acquisition.

- Won Webby Award for outstanding work on Outside Magazine's online presence

2000 - 2001

Kirshenbaum Bond Senecal + Partners, Interactive Design Director

Lead the creative development of interactive advertising and website development projects.

- Won a Webby award in the Activism category for the redesign of volunteermatch.org

1998 - 1999

Frog Design, Art Director

Lead creative development for online user experiences, eCommerce, touch-screen, and mobile interfaces.

- Designed UI, site architecture and conducted user experience audits for websites and consumer electronic devices
- Work featured in the book Frog: Form Follows Emotion by Crown Publishing

1996 - 1997

Apple Inc., Art Director

Hired upon the return of Steve Jobs to lead redesign of the Apple.com website. Was solely responsible for developing new website ux and design that encompassed all of Apple's business units, ensuring consistent brand experience for the customer.

- Developed look and feel of first unified Apple.com website
- Developed online marketing campaigns that leveraged the “Think Different” campaign during what now is called the “Return to profitability” phase