

BOB RUEDIGER

Senior UX Researcher & Strategist

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PROFESSIONAL SUMMARY

Senior UX researcher and strategist with 5+ years leading community-engaged research, CX strategy, and participatory design for public agencies, transit authorities, and mission-driven organizations. Brings an uncommon combination of GIS fluency, mixed-methods research, and facilitation depth; most effective in complex, multi-stakeholder environments where the gap between institutional priorities and frontline reality needs bridging. Track record of moving organizations from insight to operational change, with experience designing accessible, equitable services for diverse public audiences.

CORE COMPETENCIES

Mixed-Methods Research	GIS & Spatial Analysis
Journey Mapping & Service Blueprinting	Stakeholder Alignment & Engagement
Workshop Facilitation & Co-design	Metrics & KPI Framework Development
Accessibility & Section 508 / WCAG	Customer Experience (CX) Strategy

WORK EXPERIENCE

Senior HCD Strategist

2022 – Present

Motivf — Seattle, WA

Clients: Utah Transit Authority, Portland TriMet, US Army Corps of Engineers, Goodwill, Small Business Administration, FedGeoDay

- Designed and led UTA's first-ever community research program, encompassing field research across 25 community sites, 18 in-depth rider interviews, and 2,000+ resident surveys, to build Utah's first agency-wide CX Action Plan; integrated rider voice into board-level planning for the first time in the agency's history, with all findings and recommendations formally adopted.
- Served as sole researcher and designer for the US Army Corps of Engineers' GIS platform, conducting research with both field applicators and USACE biologists to replace paper-based workflows; reduced treatment reporting errors by 80% in the platform's first six months of use.
- Led end-to-end user research for Goodwill Academy, including stakeholder interviews, user surveys, and participatory workshops, producing user archetypes, jobs-to-be-done frameworks, and journey maps that directly informed the redesign of their internal LMS and in-person training programs.
- Conducted journey mapping with Portland TriMet, translating rider research into documented experience maps that informed service improvement priorities across the agency.
- Led Section 508 accessibility remediation for the Small Business Administration, bringing internal slide decks, Power BI dashboards, and Esri GIS maps into WCAG compliance, establishing accessible data visualization standards across the agency's internal reporting suite.

Part-Time Design Lead

2023 – Present

RD Hockey Works — Remote

- Redesigned the Jack's Hockey Wax e-commerce site through end-to-end UX research and iterative design, exceeding Q1 sales goals by over 300% and growing web traffic by 847%.
- Applied design thinking to manufacturing and purchasing processes, cutting production costs by 50% and raising profit margins by 26% per unit.

Product Designer

2020 – 2023

UX/Product Designer — Remote

Clients: Westat, Jack's Hockey Wax, Magiclean

- Redesigned Magiclean's website using HCD principles, improving SEO to drive a 1,200% increase in search engine traffic in the first month and generating a 16% jump in average monthly leads, including a new contract worth over \$500,000.
- Coordinated government-sponsored CAPI, CATI, and CAVI healthcare spending surveys for Westat, working directly with participants on behalf of the Department of Health and Human Services.

- Delivered UX research, wireframes, and prototypes for nine clients across North America, Europe, and Asia over three years, collecting and analyzing an average of 300 qualitative data points per research phase to defend design decisions across cultural and linguistic contexts.

AI Data Analyst

2020 – 2021

Transperfect — Prague, Czechia

- Synthesized qualitative and quantitative test results to improve NLP model accuracy, establishing team KPI frameworks and coordinating stakeholder alignment across engineering and product teams.

English Teacher & Head Teacher

2015 – 2020

PSA Seocho · WeSpeak — Seoul, South Korea & Prague, Czech Republic

- Graduated 60%+ of students to advanced placement for four consecutive years through iterative, data-informed instruction; appointed Head Teacher for the age group.

EDUCATION

UX Design Certification

2020 – 2021

CareerFoundry

B.A. Geography

2008 – 2012

California University of Pennsylvania

ACCREDITATIONS

Microsoft Reach Design Mentorship

2022

Microsoft

Design for the 21st Century with Don Norman

2021

Interaction Design Foundation

Design Thinking Certificate

2020

Interaction Design Foundation