

BOB RUEDIGER

SENIOR PRODUCT DESIGNER

CONTACT

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📍 Seattle, WA, USA

LEADERSHIP QUALITIES

- Creativity and Innovation
- Emotional Intelligence
- Good Communicator
- Decision Making Capabilities
- Empathy
- Delegation and Empowerment
- Accountability

SKILLS

- User Research
- Journey Mapping
- User Stories
- Personas & Archetypes
- Interaction Design
- Workshop Planning & Facilitation
- Strategic Planning
- Wireframes
- Prototyping
- Usability Tests
- Data Analysis
- Storytelling & Presentation

TOOLS

- Figma
- Adobe Xd
- Miro & Mural
- CSS
- HTML
- Monday & Asana
- Webflow
- Illustrator & Inkscape

EDUCATION

UX Design Certification

CareerFoundry

2020 - 2021

B.A. Geography

PennWest California University

2008 - 2012

SUMMARY

Skilled Product Designer with 5+ years of experience in user research, UX/UI design, facilitation, project & stakeholder management. Passionate about delivering exceptional user experiences and solutions that are practical, accessible, and delightful.

WORK EXPERIENCE

Sr. Product Designer

Motiv

2022 - Present

Clients served: Utah Transit Authority, US Army Corps of Engineers, Goodwill, FedGeoDay

- Direct UI and UX design for digital products and GIS platforms, incorporating user research, brand guidelines, and accessibility standards to boost engagement.
- Design and iterate on engagement materials, user personas and journey maps, and interactive prototypes to improve user research efforts and collect rich insights.
- Facilitate human-centered design workshops with executives, departmental groups, and cross-functional teams, to develop research plans and solutions that balance business and user needs through co-creation and participatory methods.
- Plan and execute user research efforts across diverse methodologies, synthesizing data to inform design decisions, improve product experiences, and delight users.
- Lead backlog prioritization using agile methodology, synthesizing user feedback and project goals to ensure that designs delivered impactful, user-centered results.
- Coordinate efforts across departments and engaged stakeholders to foster shared ownership of design initiatives and evangelize human-centered design principles.
- Develop metrics-driven frameworks for measuring success across various initiatives, leveraging a positive user experience to support business strategies.

Sr. Product Designer

RD Hockey Works

2023 - Present

- Expand products and brands to various online sales channels resulting in a larger international presence and increased revenue streams.
- Maintain a scalable design system used across multiple RD Hockey Works brands, ensuring consistency between digital platforms and physical product designs.
- Spearhead the design of multiple new products, including website and social media marketing campaigns, contributing to a successful product launch and brand visibility.
- Infuse design thinking principles into the operational flow of manufacturing processes to streamline production and standardize products with patented formulas.
- Facilitate internal workshops to create relational maps of brands, products, and customers to establish long-term business strategies with measurable KPIs.
- Conduct continuous user research with diverse user groups to understand needs, pain points, and emerging trends when prioritizing product and feature updates.

Product Designer

Freelance

2020 - 2023

Clients served: Jack's Hockey Wax, Westat, Magiclean

- Redesigned e-commerce and commercial websites using human-centered design principles, improving user experience, traffic, and sales, while maintaining a consistent brand identity.
- Created wireframes and prototypes in Figma for usability testing, refining designs based on feedback ensuring new products and features are usable, intuitive, and desirable.
- Planned and conducted end-to-end user research efforts, including field research and usability testing to inform iterations and analyze the effectiveness of design solutions.
- Maintained content backlogs to synchronize updates across web, social media, and marketing campaigns, ensuring cohesive messaging and maximizing impact across brand touchpoints.
- Worked closely with stakeholders across departments to implement human-centered design principles, guiding measurable KPIs for SEO and UX, and ensuring branding updates were consistently applied across digital channels and physical products.

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WORK EXPERIENCE

AI Data Analyst

Transperfect

2020 - 2021

- Analyzed user-generated data quickly in a fast-paced environment to train AI models on live datasets updated on a daily and weekly basis.
- Synthesized quantitative data outputs with qualitative test results to improve the accuracy of the natural language processing model.
- Implemented individual and team output quantity and quality-based KPI targets to produce standardized data sets and measure the success of iterative designs.
- Mentored new hires from internationally diverse backgrounds, utilizing team-building workshops and building a cohesive and collaborative team.
- Wrote and revised testing protocols based on project backlog tickets to ensure the needs are met of cross-functional teams comprising of engineers, developers, and product managers.
- Coordinated monthly meetings with internal stakeholders, incorporating their feedback to align projects, benchmarks, and targets with overarching business goals.

English Teacher

Various schools in South Korea and the Czech Republic

2015 - 2020

- Tailored lesson plans for individual students and large classes, using iterative approaches similar to user-centered design, to optimize learning outcomes.
- Monitored student progress through regular assessments, utilizing quantitative techniques to apply data-driven insights and refine lessons and delivery methods.
- Developed coursework and interactive materials based on qualitative insights into student needs, enhancing the learning experience with appropriate visual, auditory, and tactile aids.
- Delivered lessons that consistently met student needs to achieve a 60% student advancement rate to higher proficiency levels for four consecutive years.
- Mentored new teachers and facilitated weekly alignment meetings as Head Teacher to foster collaboration on grade-specific goals and content delivery strategies.
- Adapted teaching methods to accommodate different age groups, learning styles, and individual goals, in order to increase engagement and proficiency across learning groups.