ROBERT J BUTLER DESIGN
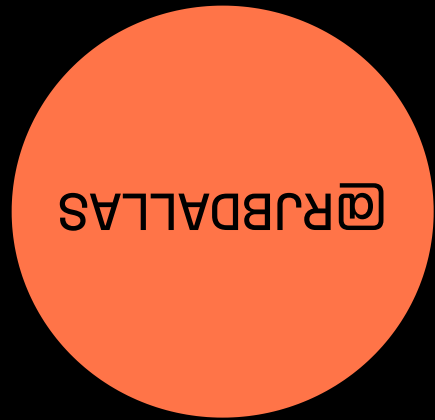
@RJBDALLAS

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ABOUT

01

Robert Butler is a multidisciplinary designer and technologist based in Texas, USA.
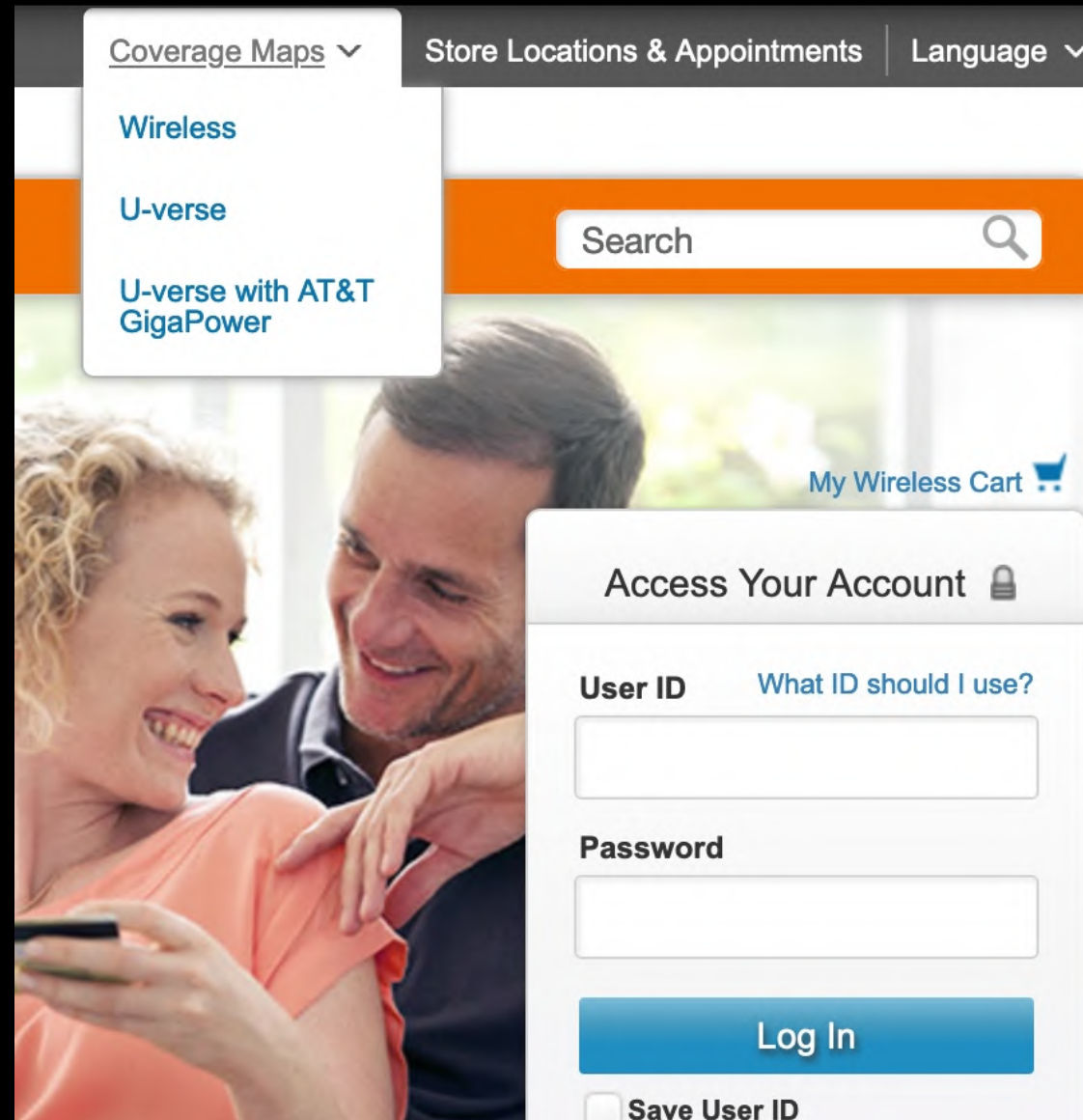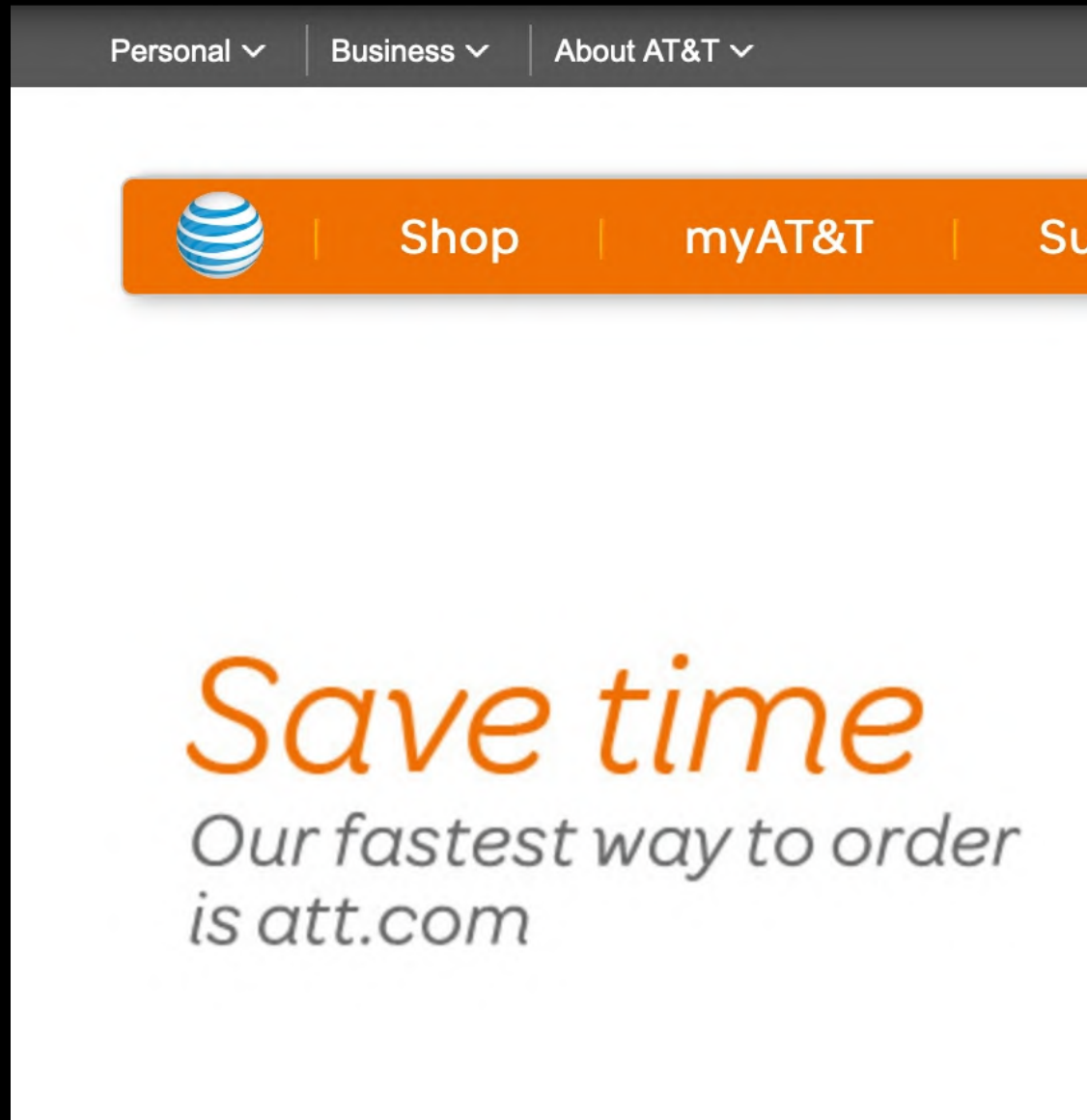
I am excited to bring my many years of UI/UX design and development to your organization. With over 10 years of experience working with major telecom and media companies, I have developed a strong understanding of designing user-friendly corporate websites while taking into account the input from design and legal departments.

Robert recently led a cross-functional team at DIRECTV redesigning EFT payments screens.

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CASE STUDIES

@RJBDALLAS

AT&T NEXT GEN GLOBAL NAVIGATION

AT&T NEXT GEN GLOBAL NAVIGATION

02

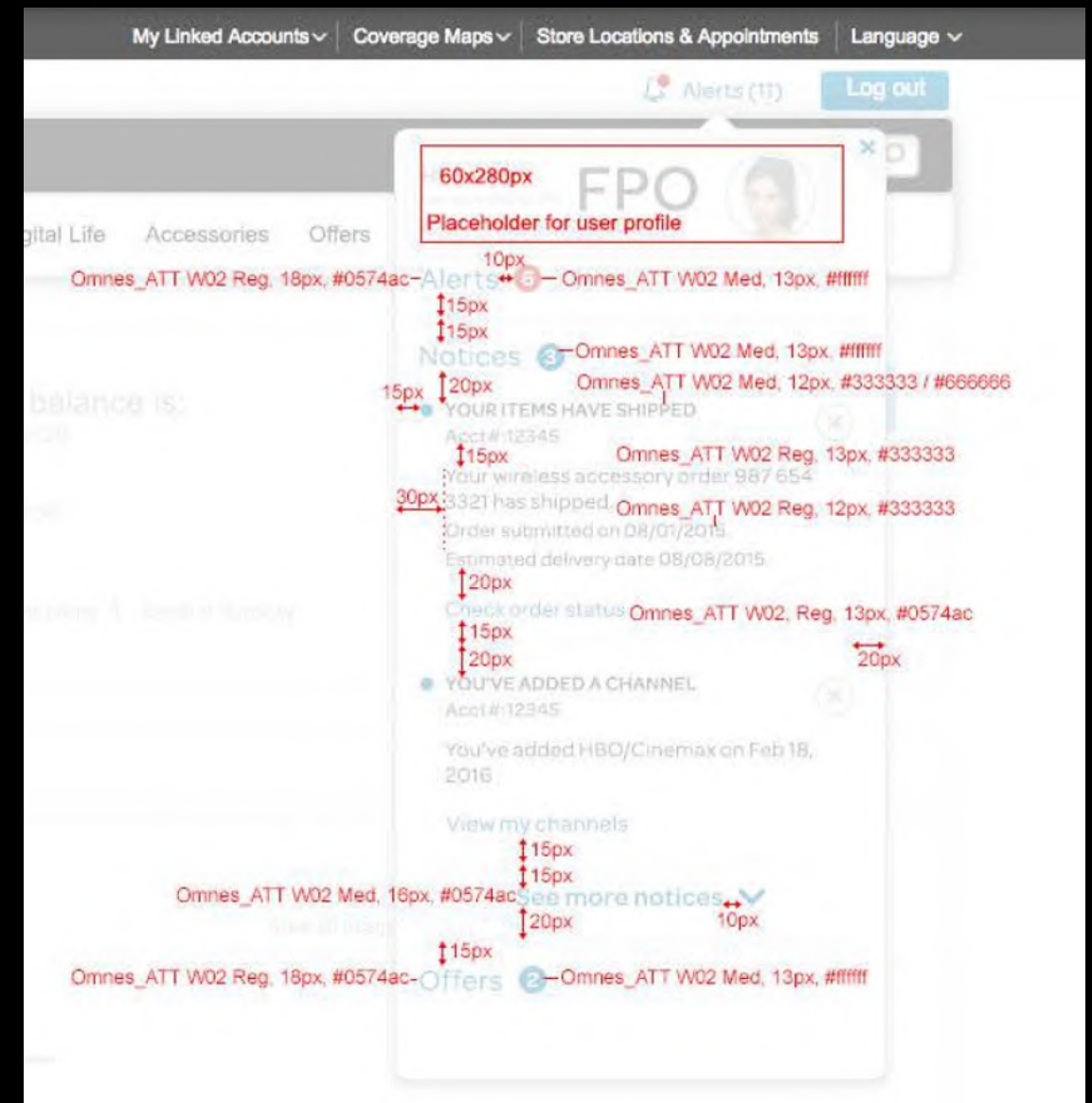Visual Identity / Website

Research

AT&T Global Navigation (codename TESLA GN) was legally required to be WCAG/ADA compliant across all properties and was required to be scalable, manageable and customizable per business initiatives.

Findings

Collaboration between myself, Legal and Accessibility teams led to re-vamped architecture with compliant colors and design. Improvements:

- 40% reduction of page load with content-specific and targeted media added
- 27% reduction of injected file size
- 50% increase of user experience reducing clicks

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AT&T ALERTS REDESIGN

AT&T ALERTS REDESIGN

02
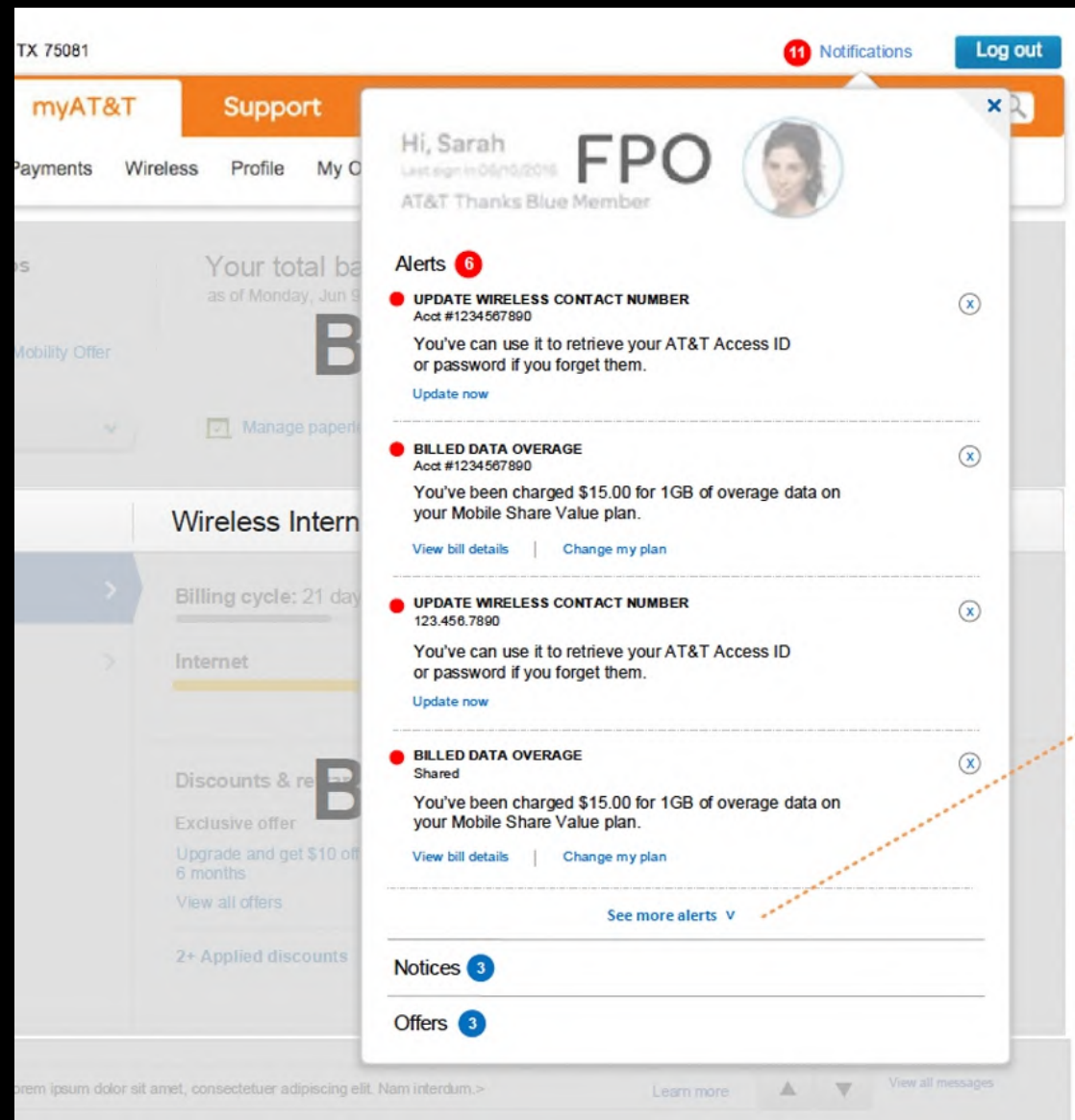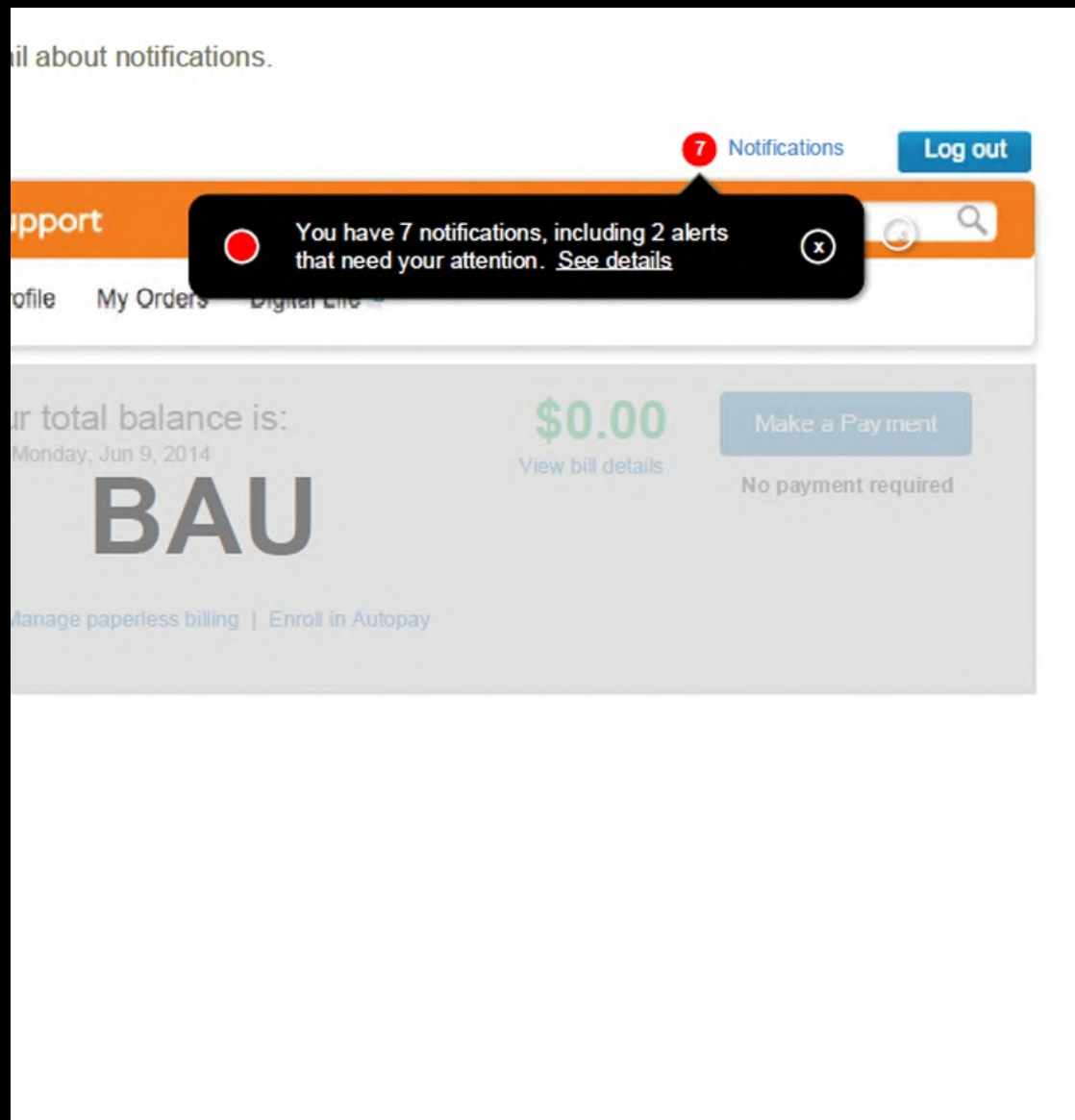
Visual Identity / Website

Research

AT&T business research showed customers wanted alerts on their accounts to show on the home page once authenticated. Alerts were to include Alerts (Billing, Usage, Updates), Notices and Offers.

Findings

A responsive pop-up was designed by myself and the design team with Legal and Accessibility teams to offer customers a simple to use menu feature with visual cues.

- 95% customers surveyed gave 4+ stars to Alerts
- 25% additional sales came from Offers tab
- Design featured customizable font and colors

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KRYPTO - NFT WEBSITE

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KRYPTO - NFT WEBSITE

02

Visual Identity / Website

Research

I wanted to create a digital currency website KRYPTO starting with a basic single page design, 3D images, text and using Figma and WebFlow.

Findings

Figma is a great design tool to create simple to complex applications and share with others for collaboration.

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