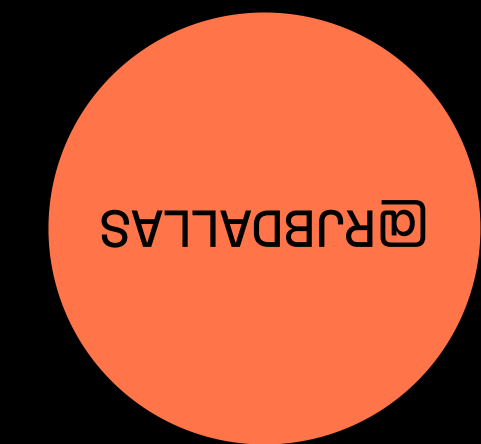


ROBERT J  
BUTLER  
DESIGN



**01** **INTRO**

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**02** **CASE STUDIES**

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# ABOUT

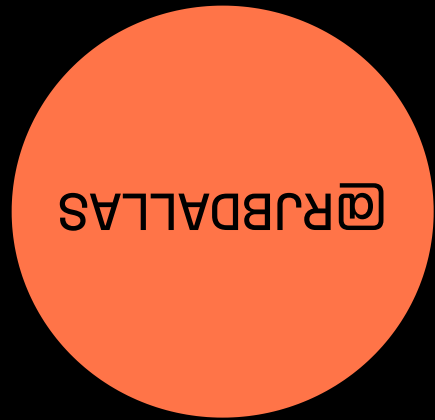
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## 01

**Robert Butler is a multidisciplinary designer and technologist based in Texas, USA.**

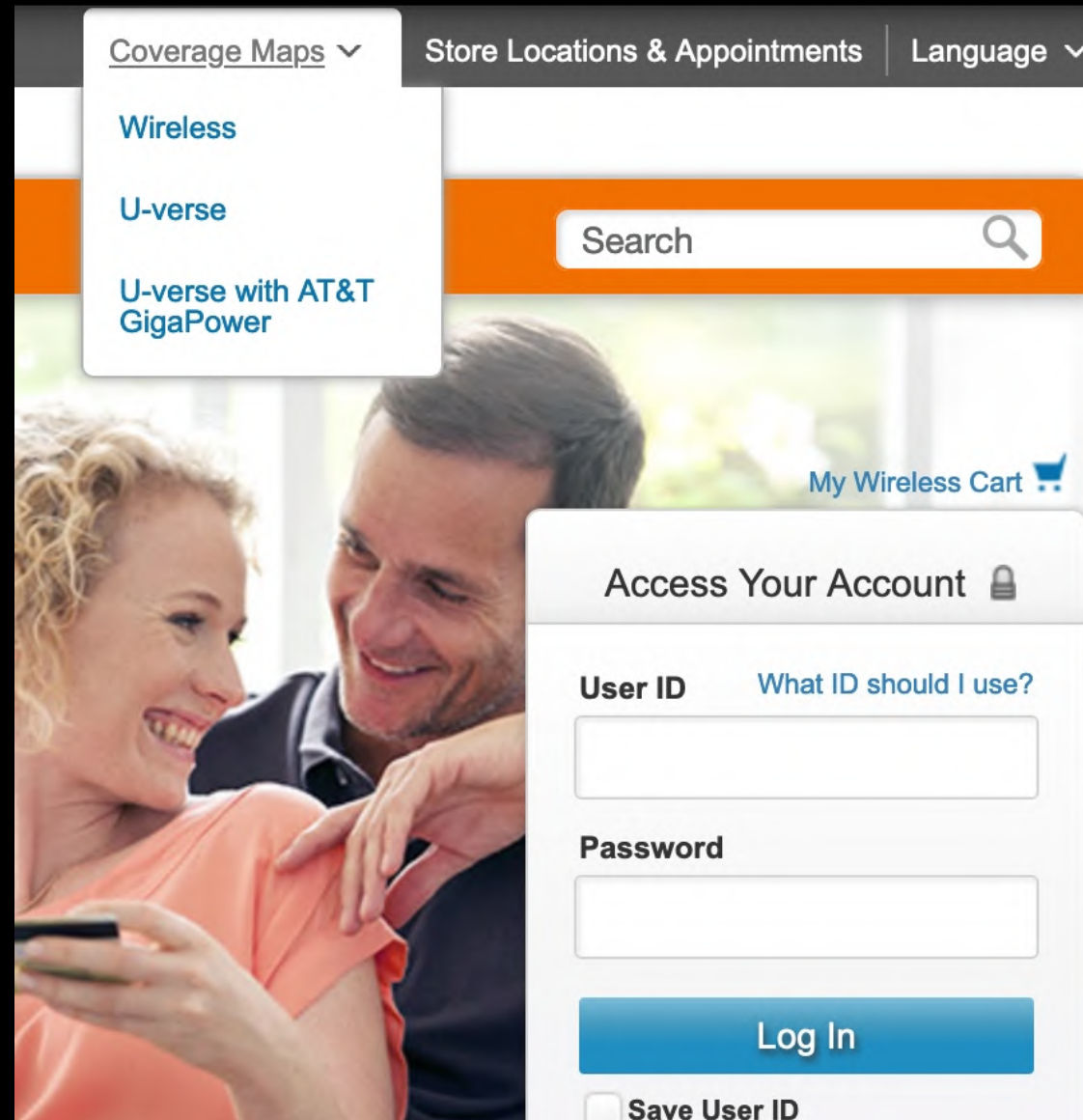
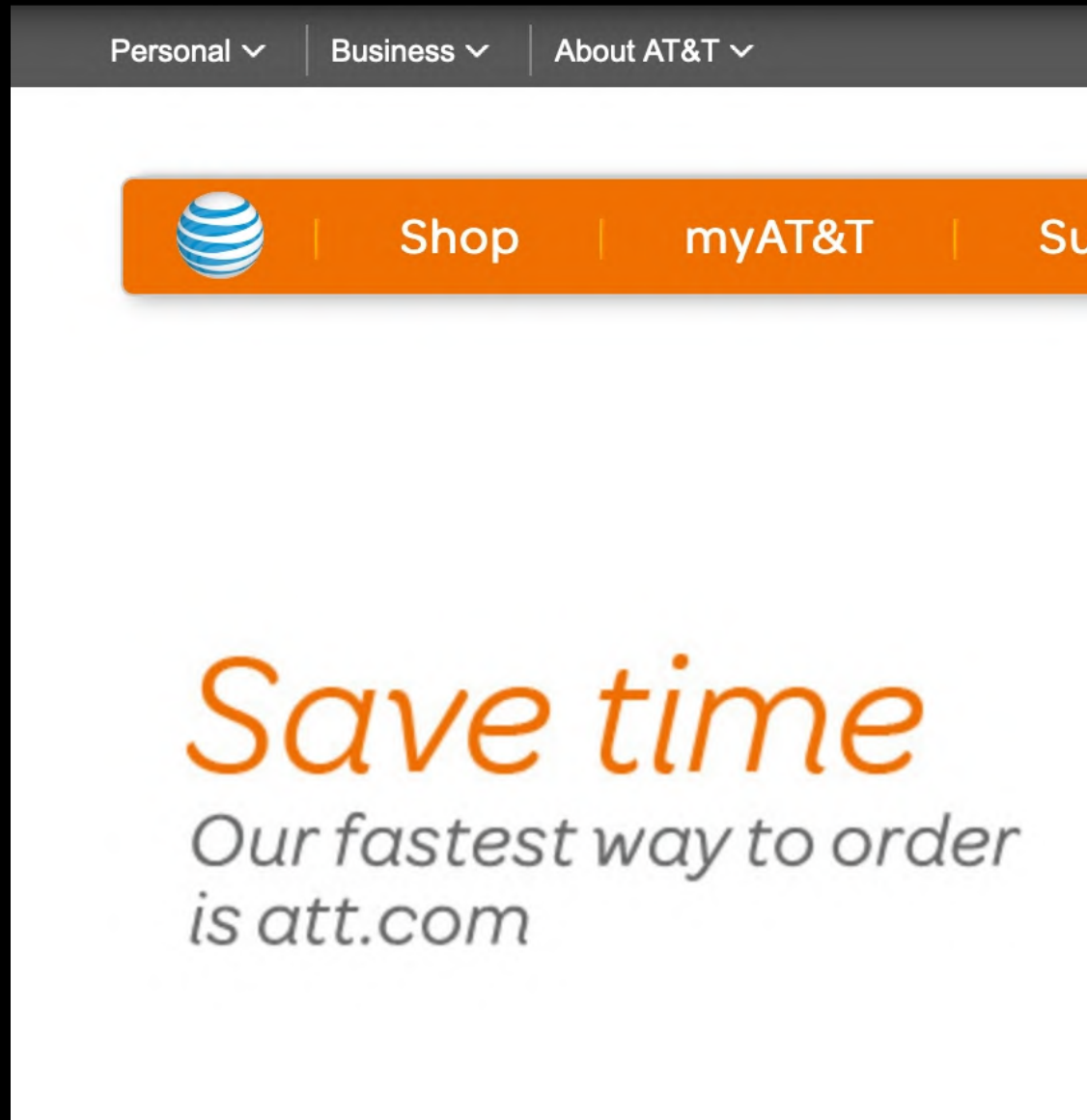
I am excited to bring my many years of UI/UX design and development to your organization. With over 10 years of experience working with major telecom and media companies, I have developed a strong understanding of designing user-friendly corporate websites while taking into account the input from design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

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



# CASE STUDIES

# AT&T NEXT GEN GLOBAL NAVIGATION



```
6 <meta http-equiv="X-UA-Compatible" content="IE=EDGE" />
7 <title>AT&T Tesla Next Gen Global Nav Version 1.2.0</title>
8 <!-- Start TESLA REQUIRED CSS dependencies -->
9 <link href="//att.com/styles/tesla1.2.0/ge5p_combined.css" rel="sty
10 <!-- end TESLA REQUIRED CSS dependencies -->
11 <!-- Start APPLICATION CSS files -->
12
13 <!-- end APPLICATION CSS files -->
14 <!-- Start Page Default Global Variables -->
15 <!-- This must go ABOVE TESLA JS -->
16 <script type="text/javascript">
17   var globalNavDefaultSelections = {
18     ..... "primary": "010000", /* Primary is 010000 = Shop */
19     ..... "secondary": "011000", /* Secondary is 011000 = Wireless */
20     "locale": "en_US", /* Options: en_US, es_US, blank */
21     "ge5p_changeLanguageURL": "http://someurl/es/etc", /* Setting th
22     "languageChangeLink": true /* Options: true (change link shows)
23   };
24 </script>
25 <!-- End Page Default Global Variables -->
26 </head>
27 <body>
28 <!-- Start zone 1 Html for SEO (Global Nav) -->
29 <div class="ge5p_global_styles"><nav id="ge5p_z1" class="ge5p_z1-na
   class="container"><ul id="ge5p_z1-nav-left-seg" class="ge5p_z1-
   role="tree"><li class="ge5p_z1-tab ge5p_z1-has-submenu"><a aria
   drop-down" aria-level="1" href="http://www.att.com" id="ge5p_z1
   owns="ge5p_z1_t1001 ge5p_z1_t1002 ge5p_z1_t1003" role="group" c
   tabindex="10" role="treeitem" aria-label="att.com" aria-setsize
   class="ge5p_z1-menuitem"><a tabindex="10" role="treeitem" aria-
   www.att.net/">att.net</a></li><li class="ge5p_z1-menuitem"><a t
   id="ge5p_z1_t1003" href="http://uverseonline.att.net/">uverse.c
   expanded="false" aria-setsize="4" tabindex="10" role="treeitem"
   id="ge5p_z1_s1002" aria-label="Business" aria-owns="ge5p_z1_1_1
   ge5p_z1_t1007" role="group" class="ge5p_z1_s1002" id="ge5p_z1_1
   label="Small Business" aria-setsize="4" aria-posinset="1" aria-
   li><li class="ge5p_z1-menuitem"><a tabindex="10" role="treeitem
   href="http://www.att.com/gen/landing-pages?pid=9214">Enterprise
   aria-setsize="4" aria-posinset="3" aria-level="2" id="ge5p_z1_t
```

# AT&T NEXT GEN GLOBAL NAVIGATION

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Visual Identity / Website

## Research

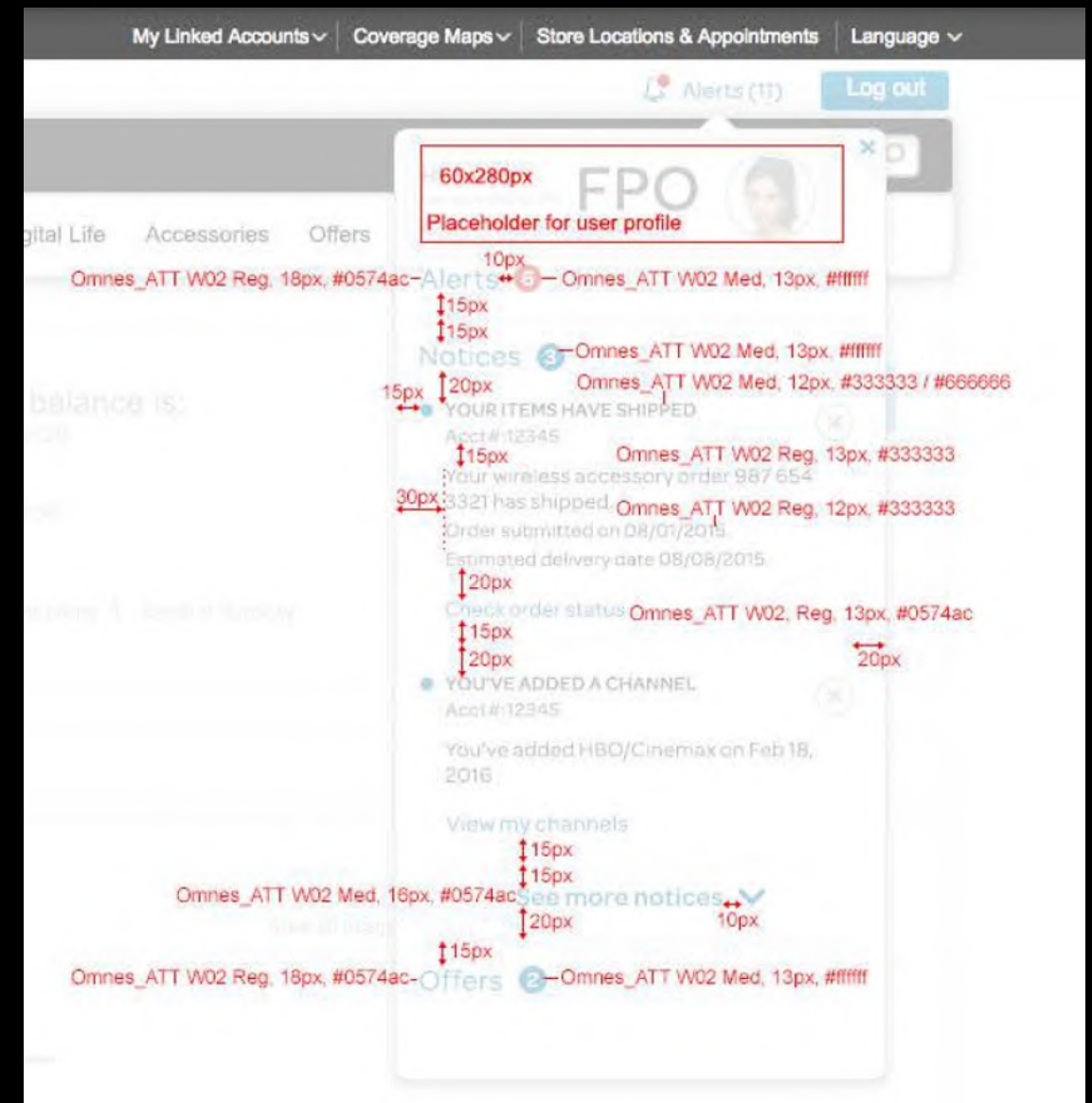
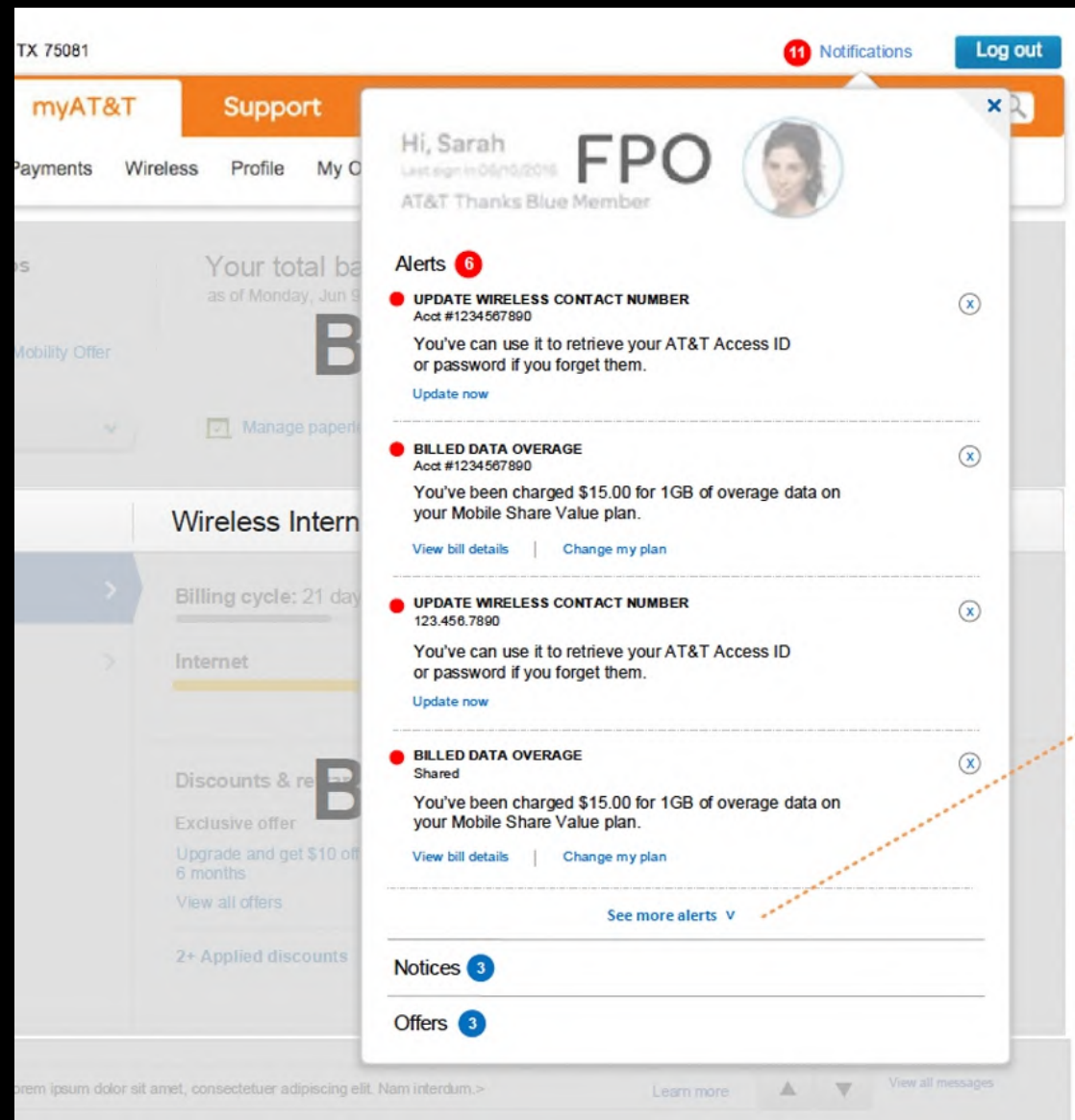
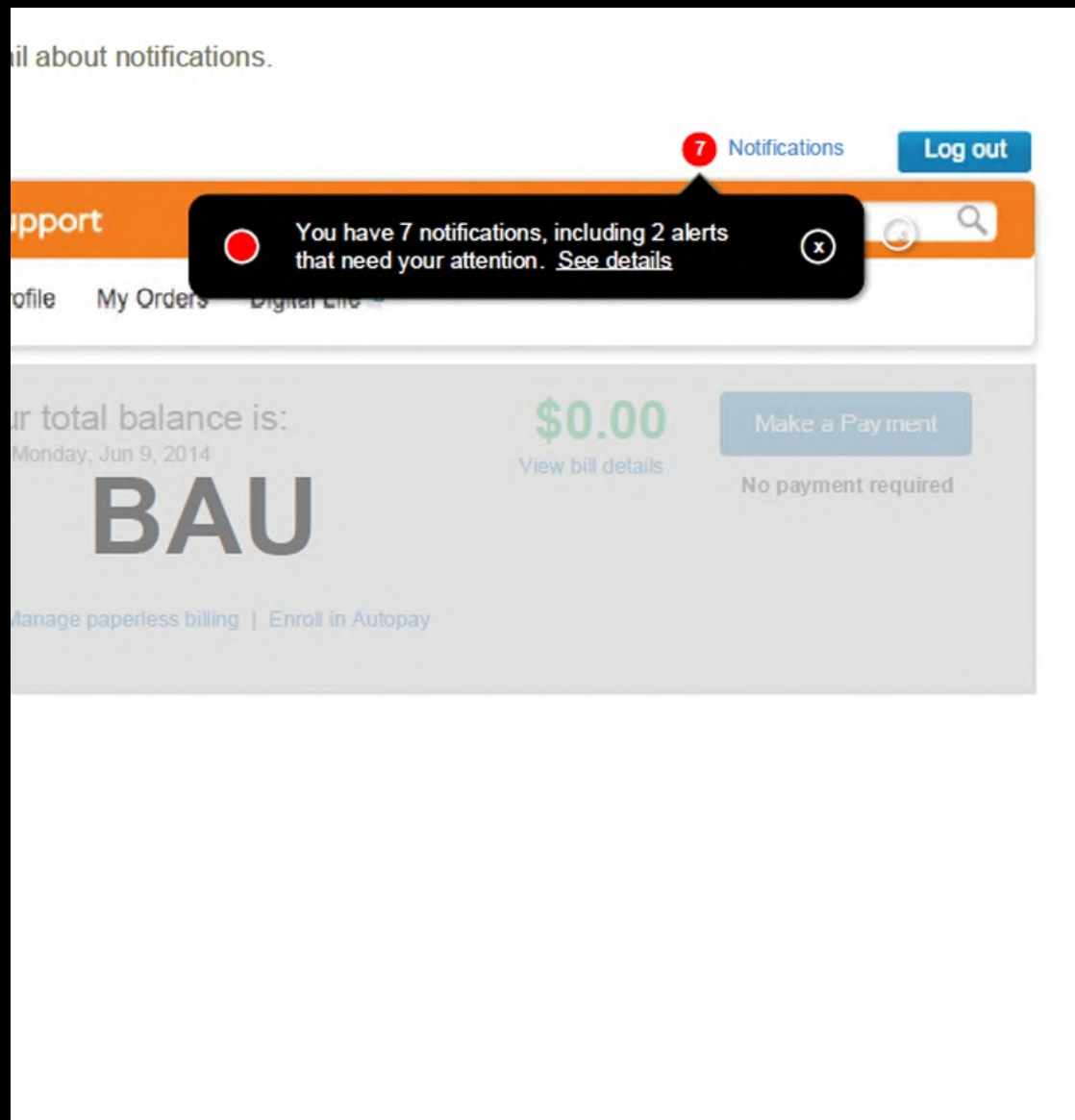
AT&T Global Navigation (codename TESLA GN) was legally required to be WCAG/ADA compliant across all properties and was required to be scalable, manageable and customizable per business initiatives.

## 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

# AT&T ALERTS REDESIGN



# AT&T ALERTS REDESIGN

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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



# KRYPTO - NFT WEBSITE

This font is called **Outfit**. It's a free Google font we'll use.

We are going to use **Roboto** font for our body text.

CMD+OPT+C = COPY  
CMD+OPT+V = PASTE ON SHAPE FOR MASK

The whiteboard wireframe includes sections for 'discover / conl. collect', 'Benefit 1', 'Benefit 2', 'Testimonials', and 'Call to action'.

KRYPTO

about pricing contact buy nfts

## Discover And Collect Rare NFTs

The most secure marketplace for buying and selling unique crypto assets.

BUY NFTS SELL NFTS

FEATURED ON

TechCrunch FASTCOMPANY Forbes

TESTIMONIALS

## Read What Others Have To Say

OLIVIA COLE  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ullamcorper scelerisque mi, in malesuada felis malesuada vel.

ETHAN WHITE  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ullamcorper scelerisque mi, in malesuada felis malesuada vel.

JESSICA PAGE  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ullamcorper scelerisque mi, in malesuada felis malesuada vel.

ARE YOU READY?

## Be A Part Of The Next Big Thing

GET STARTED!

# KRYPTO - NFT WEBSITE

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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.