

ROBERT J. BUTLER

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Portfolio: <https://www.rjbdallas.com/>

Professional Summary

- Specializes in creating seamless and delightful user experiences for websites and applications. Combines expertise in user interface design and user experience principles to craft intuitive and visually captivating interfaces. With a deep understanding of user behavior and a keen eye for aesthetics, helps companies create compelling digital products that not only look stunning but also engage and satisfy the target audience. Employed various Design methodologies including Atomic.
- Consumer and business related UI/UX HCD design experience with AT&T (TESLA Global Navigation/iPhone Iconic launches), DIRECTV (Customer payment design system), Advertising Agency Product design for global marketing campaigns.
- B2B design experience with AT&T (TESLA Global Navigation for Business), DIRECTV (Multi Unit Dwelling Portal), and Mirion Technologies (SuperVision One Business Visualization Monitoring Dashboard).
- UI/UX Designer and Developer with AI design, data, model training, usability studies, user journeys, style guides, navigation structures, and affinity diagrams.
- Successful background as UI/UX Developer having worked for small and large companies in Telecommunications, Media, eCommerce, Medical, Radiation Monitoring and Marketing.
- Brings extensive experience as a problem solver, information technology stack, UI designer, UX researcher and possesses leadership skills in agile product and application design and development.
- By conducting user research, wireframing, prototyping, and iterative testing, ensures that every design decision is user-centered and aligns with business goals.

Technical Summary

- UI/UX Design
- UX Researching
- Atomic Design Methodology
- HCD (Human Centered Design) Methodology
- Product Design (Consumer Product and Business Service)
- Problem-Solving / Leadership
- Figma
- InVision
- Prototyping / Wireframing
- MockUp (Lo-Fi/Hi-Fi)
- AI Model training / Stable Diffusion / MidJourney

- Axure Cloud
- Adobe Creative Suite (Photoshop, Illustrator, Premiere, XD)
- Visual Communication (Layout, Color, Type)
- Agile ScrumDevelopment Technologies:
- JavaScript (including TypeScript, React, Vue, Node.js)
- HTML5 / CSS3
- jQuery
- AJAX
- JSON
- MySQL / PostgreSQL
- PHP (Laravel, Codeigniter, Drupal, Wordpress)
- Agile Scrum/Agile Ceremonies

Professional Experience

Mirion Technologies, Inc. Carrollton, Texas (August 2023 to March 2024)

Senior UI/UX Designer: SuperVision One Business Visualization Monitoring Dashboard (B2B)

- Spearhead the business design process, conceptualizing the look and feel of user interfaces, crafting wireframes, mockups, developing a comprehensive style guide to ensure consistency and coherence across digital products. SV1 is to be sold to businesses as a SAAS application.
- Utilize Figma to meticulously design user interfaces, incorporating wireframing techniques and conducting in-depth research on UX user journeys.
- Subject matter expert assisting to create user surveys for UX HCD research initiatives.
- Gather field data and leverage that data with affinity diagrams for various purposes to create a supervisory platform.
- Translate concepts into a visually compelling presentation using Figma.
- Develop the navigation structure and framework using Atomic Design, presenting it to a select group of stakeholders for feedback and conducting design demonstrations to showcase the proposed solution.
- Accountable for presenting UI demos to upper management, including the Chief Information Officer (CIO) and Chief Executive Officer (CEO), effectively communicating design concepts and garnering feedback for iterative improvements.
- Used AI design elements in the Dashboard design concept specifically Stable Diffusion 3 and SDXL models

Accenture, LLC (AT&T/DIRECTV), Dallas, TX (December 2019 to March 2023)

Senior UI/UX Design & Develop

- Conducted Consumer UX experience surveys, interviews, and peer user experience evaluations for

the RAPTOR application development at AT&T.

- Designed responsive UI using Figma and Adobe Suite (PS, AI, XD) for Progressive Web Apps on mobile and web platforms, based on wireframe and user journey research, while at AT&T.
- Developed a functional B2B responsive dashboard for the internal analytical web application RAPTOR at AT&T, utilizing JS, PHP, and MySQL.
- Implemented a custom B2C consumer facing UI/UX designs at AT&T, resulting in a 20% increase in user engagement.
- Provided subject matter expertise (SME) for element placement, UX design, and SEO best practices for the B2C and B2B payment system within the shopping cart at DIRECTV.
- Designed and implemented a new functional design EFT payment system at DIRECTV, resulting in a 20% faster payment process on directv.com. Led a cross-functional team in identifying business requirements, providing visualizations, and delivering product reports.

AT&T, Dallas, TX (April 2016 to December 2019)

Senior UX Design / Associate Manager

- Led Design prototyping HCD sessions and UX experience testing with client teams using Agile methodologies on products based on business requirements for the RAPTOR analytic tracking application.
- Design lead and Architect for cross-functional team of ten for creative design and UI/UX framework dashboard design using customer peer experience surveys and over-the-shoulder research.
- UX researcher of Global Navigation header/footer system using customer feedback on current system.
- UI designer of Global Navigation header/footer system across all AT&T including color schemes, style guides, wireframes, responsive design elements and graphic design.
- Implemented SEO best practices.
- Created a system that improved design consistency across all product features and reduced design iteration time by 15%.

Cognizant Technologies/AT&T, Dallas, TX (December 2012 to March 2016)

Lead Design Developer

- UX Experience on project TESLA using surveys, interviews and peer user experience for UI development.
- UI with Adobe suite and Power Point to show responsive designs for TESLA to be used on mobile and web using Wireframe and User Journey research.
- Designer and Architect of WCAG compliant global navigation and footer sections of att.com.
- Reduced frequency of misdirected customer service queries by 30%.
- Increasing page load by removing thread blockers and increasing traffic to previously neglected pages. Used CSS such as SASS/LESS, OOCSS.

Balfour Taylor Publishing, Dallas, TX (July 2011 to December 2012)

UI/UX Designer

- Lead Design and Developer for Consumer Project iOS iPad App increasing Yearbook sales by 20%

with clean interface and design.

- UI/UX Design of Front end HTML/CSS/JS website for AdBuilder web application allowing customers to create yearbook ads using dynamic text and image manipulation tools.
- Features include @font-face text, image upload/ crop resize/ zoom in-out, and dynamically built ad size templates.

Tribal DDB Worldwide Agency, Dallas, TX (May 2011 to July 2011)

Senior UI Developer

- Designed UI, Developed, Supported and Enhanced Facebook Web Application for Mountain DEWmand Campaign. Participated in UX surveys, interviews to create tailored user journeys.
- Designed UI, Developed Front end HTML5/CSS3/JS website for Mountain Dew-Paint The 88 Campaign.

Javelin Direct Marketing, Dallas, TX (March 2011 to May 2011)

Senior UI Developer

- Supported existing development team by supplying UI designs and development for marketing projects (AT&T & First Tennessee) using : Adobe Creative Suite, PHP, CSS, jQuery, AJAX, JSON, PostgreSQL and HTML5 to offer cross-browser compatible application.
- *Environment:* 2-3wk Agile sprint w/Redmine tracking and SVN.

Alliance Data, Dallas, TX (October 2002 to April 2011)

Senior Systems Analyst and Developer

- Enterprise Corporate Portal – Directly accountable to install, maintain, upgrade and support Disaster Recovery of the Alliance 8,000 user corporate portal powered by CA's CleverPath Portal.
- Core Alliance Web Applications – developed core features and designs of current enterprise wide web applications including the MyHouse Start page (main page to the portal) and MyDirectory (phone, facility and employee directory). The MyHouse Start page included modules created for Weather, Phone Directory, Media Banner advertising, Searching and dynamic news.
- Corporate CMS - Created PHP4/5 and ASP web-based CMS websites CORE /Modular /Theme) for Alliance internal customers. Experimented with several Open Source CSM tools in ASP.NET and PHP5.
- Corp Graphics/Video - Proficient in graphical design using pictures and video for presentations and streaming web applications.

Passion Project

WakDo.app. Design, Brand, Prototype, AI Design, Develop a word puzzle game.

Tech Stack: PHP, React/JS, MySQL, Pushr, AWS S3, Figma, Optimal Workshop

Education

B.S. Mechanical Engineering Drexel University, Philadelphia, PA