

BOB MARBERRY

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UX/UI ARCHITECT, DESIGNER, RESEARCHER

A Senior UX/UI with 10+ years of experience specializing in Product Design, Human-Computer Interaction, Design Thinking, and Human-Centered Design.

My client experience includes enterprise platforms, start-ups, AI/Machine Learning Platforms for E-commerce, Healthcare and Inside Sales Application Systems. This also includes Product Design/UX for B2B companies, the service industry, industrial, retail, and insurance.

My UX/UI experience includes working with large UX/UI teams/cross-platform support teams and functioning in isolated environments with limited resources when required.

KEY PROFICIENCIES + ATTRIBUTES

UX/UI Skills | Product Design | Research Methodologies | User Testing/User Interviews| Machine Learning AI | Wireframes, high-fidelity clickable prototypes | User Journeys | Storyboards | User Insights |Analytics |Scrum | Collaborator | Photoshop |Figma| Design | Front-end development | Agile + Waterfall methodology | UI Design | Information Architecture |ADA Compliance| Salesforce | Presentations |UX Competitive Analysis |Platform Heuristics| Affinity Maps, Empathy Maps| low-fi testing |Design Systems |Personas| Adobe Design System |Drupal, WordPress, Bootstrap | SharePoint, Jira, GitHub | UX/UI Instructor/Professor | Data Analytics

07-2023- Present: Oncology Group- Start-up:

Mobile App Development for Clinical Studies for alternative cancer treatments using AI, capturing data in real-time data from patients. This data is then transmitted to the medical team, the team reviews the data and can make any adjustments to the patient's response to treatment immediately and identify moderate changes in their recovery. This initial study will create baselines for patient responses to treatment and provide practitioners to determine what medications, treatments, and behavior medications provide significant improvements to patients.

Telepure Facial Serum- Start-up: Remote Lead UX/UI Product Designer, Architect, Designer, Researcher: Developing a responsive Web Presence for an E-commerce web platform to introduce a new product into the skincare market.

10/2022 – 06/2023 Envolve Dental/Vision Insurance- Response SaaS for Customer Service. Remote Lead UX/UI Architect, Design and Research. Extensive user research insights uncovered a several issues causing pain points for members and providers. A Member Dashboard was created immediately to reduce the large volume of incoming calls to Customer Service. The research supported the need to completely redesign the customer interface and create simple interfaces that would provide a designated login for members and a login for insurance providers

09/2020 – 10/2022: MRC Global Enterprise E-commerce Responsive web application for Europe, Asia, Australia, United Kingdom and Arab Nations. My role was Lead UX/UI Architect, Designer, and Researcher for the SaaS, E-commerce and Corporate Web presence. This Project started with extensive research and morphed into a complete redesign, working with cross-platform teams worldwide. Several insights we discovered from extensive user research, for instance, a great deal of business was being lost by users in remote locations because the E-commerce site did not function well on mobile devices. All updates and enhancements implemented in an Agile Environment during two-week Scrums. This project is a perfect example of how to drive a train and build it at the same time.

08/2019 – 08/2020: Armstrong Ceilings and Floors

Remote Lead UX/UI Architect, Designer

This was an innovative idea that did not have enough funding and patience behind the project. The goal was to develop a Test Prototype, working with the Engineering Team to extract raw data from from public records and RFPS requested from government offices, cities and companies for construction and remodeling projects. Armstrong Ceilings use an AI Algorithm would then analyze the raw data and calculate the probability of Armstrong Ceilings and Floors being able to provide product for the construction project. The refined data was imported into the Sales Force platform. The project specification would be imported to the Sales Team Dashboard. The dashboard would display all the leads from the database for that day, with and the probability of a successful sale. The AI application provided a probability rating from 10% success to 99% success. The online sales team would have qualified sales leads to focus on. The initial results were immediate.

11/2017- 07/2019 GSM – Toyota Regional Dealership

Remote UX/UI Architect, Designer

Develop a mobile platform to retain customers after the car purchase. Develop a strategy to retain customers and create long-term customer relationships, not with just Toyota, but with a specific dealership. This was a challenging project. Extensive User research uncovered insights into what concerns customers had about purchasing extended contracts on automobiles what services would be viewed as valuable and provide peace of mind. The app is now being tested at various dealerships throughout the United States.

11/2017- 07/2019 Global Logic – DSL Software

Remote UX/UI Architect, Designer

This project was for DSL. I was working with an offshore development team to create a SaaS Platform to provide a more efficient platform for extensive background checks for employers. This project was unique because the client was the user, and testing could be complete onsite with immediate results.

09/2014- 07/2016 Waste Management:

Remote UX/UI Architect, Designer

Enterprise web platform for consumer and B2B. I worked on a team of eight with specific UX/UI Projects for the mobile and desktop websites for the United States and Canada. I did extensive user research to better understand user wants, need and expectations. The long-term strategy was for the website to provide most of the heavy lifting and reduce the high-volume of incoming phone calls to customer support.

Education

Master of Science in Information Technology from Southern New Hampshire University

Bachelor of Science in Graphic Design/Psychology from Texas A&M University/Commerce

Graduate Certificate: University of Carolina Human-Computer Interaction (1 course remaining)

Flatiron Schools UX/UI Certification / Lead Instructor

General Assembly UX/UI Certification / Lead Instructor

2ED UX/UI Certification / Lead Instructor

Adjunct Professor: University of Colorado: UX/UI Design, Front-End development

