

Rob Ayerst

Designer

Denver, CO

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Summary

Rob is an artist, craftsman, and engineering-minded designer with a diverse background and penchant for team building. Eager to learn and constantly seeking to improve his environment, his can-do attitude and affable approach cultivates productive work environments & happy customers.

Education

Savannah College of Art and Design - BFA, Industrial Design - Savannah, GA

2011 - 2014

Skills

- Creative problem solving, people leadership, tenacity, big-picture thinking, communication
- Industrial design, packaging design, interdisciplinary collaboration and product strategy
- UX and UI expertise for all major platforms taking ideas from research & design to production

Experience

Entrepreneur - Self-employed

Jan 2025 - Present

- Developing a compact, injection molded product that fully threads and ties fishing knots
- Creating a hot sauce and spice company - including branding, business plan, marketing, packaging, web design, scalable recipes, manufacturing procedures, funding, distribution
- Design and installation of retail goods including displays, vinyl signs and marketing material

TruU.AI - Head of UX / Principal Product Designer / Product Owner

Nov 2022 - Sep 2024

- Design leader and Product Owner in an frenetic SaaS startup working closely with VP of Product Design & upper management to ship user-friendly, modern, innovative products
- Creative direction, roadmap creation, sprint planning, UX flows, production UI for iOS, Android, Angular, Windows and macOS apps, and an Angular Material UI admin console & user portal
- Built a functioning design system with a tokenized color library from the ground up tailored to each client. Carefully organized figma file translated to 5 unique asset catalogs in code

Charter Communications - Product Designer

Mar 2018 - Sep 2022

- Delivered UX design documentation, prototypes, and UI comps to mobile and 10-ft platforms
- Self starter for accessibility initiatives and the usability testing, full-time consensus builder
- Design lead for product upgrade program - building ability to change cable plans in app

Graphic Packaging International - Industrial Designer

Nov 2014 - Nov 2016

- Creative structural designer specialized in beverage packaging; 3 patents awarded
- Innovative designs for Coke, AB InBev, craft breweries, MillerCoors, Abita and others