Levi Alan Robertson

ASK FOR NUMBER | HIRE@LEVIALAN.COM | HIRELEVI.COM | RALEIGH, NORTH CAROLINA

SUMMARY

Strategic UX leader with nearly 2 decades of experience spanning enterprise, government, and global consumer brands. Skilled in product strategy, user experience architecture, and operational design leadership. Based in North Carolina's Research Triangle, Levi delivers results through design systems, UX strategy, and human-centered digital experiences—often where business, design, and research intersect.

WORK HISTORY

Principal Product Designer, Jul 2023 - Sep 2024
UniGroup: United Van Lines, Mayflower, TransAdvantage - Remote

- Led product and design efforts across B2B, B2C, and enterprise logistics platforms.
- Partnered with IT, engineering, and marketing stakeholders to drive UX maturity.
- Advocated for research and ethical practices during organizational change.
- Delivered scalable design systems and business transformation insights.

Senior UX Designer, Jul 2021 – Jun 2023
USAA - Contract - United States Automobile Association - San Antonio, Texas

- Designed customer journeys for insurance products via Storefront.
- Helped evolve enterprise-level UX strategy and accessibility standards.
- Created repeatable design documentation systems.

Senior Field Representative / UX Researcher, Jan 2020 – Jul 2022
Department of Commerce: United States Census Bureau - Austin & Denver

- Conducted UX research and field strategy for Census 2020.
- Worked on product integration and digital transformation.
- Delivered reports on population behavior, logistics, and civic technology.

Senior UI Designer, Jul 2019
Nano – Contract – Austin, TX

- Designed investor decks and platform concepts for health + wellness app.
- Advised on UX direction during strategic pivot in company roadmap.
- Collaborated with executive leadership, including Bush administration advisors.

Senior UI Designer, Apr 2015 – June 2018 (Retainer)
Tesla - Contract - San Francisco Bay Area

- Designed visuals for Tesla Powerwall launch and Model X product pages.
- Coordinated with engineers and creative leadership on UX strategy.
- Contributed to product storytelling during major public reveal events.

Executive Product Owner, Mar 2018 – Jun 2018 (Retainer)
Tesla - Contract - San Francisco Bay Area

- Led UX initiatives for internal platforms during energy division transformation.
- Advised on product structure and integration post-SolarCity acquisition.
- Developed presentation-ready prototypes for executive leadership.

Senior UX Designer, Aug 2017 – Feb 2018
Toshiba International – Freelance – Phoenix, AZ

● Redesigned web systems and UX flows for industrial product lines.

● Streamlined navigation and hierarchy for complex product catalogs.

● Applied accessibility and responsiveness standards to product portals.

Senior UX Designer, Dec 2015 – Nov 2017
Allison Worldwide – Freelance – Los Angeles, CA

Senior UI Designer, 2014 – 2015
Universal Music Group – Contract – Los Angeles, CA

UX Designer, 2014 – 2015
Tag Heuer – Contract – Los Angeles, CA

UI Designer, 2013 – 2014
Outlook Amusements – Contract – Burbank, CA

Creative Director – Digital, Aug 2012 – Apr 2013
Joseph Group – Dubai, United Arab Emirates

Freelance UX/UI & Design Consultant, 2007 – Present
Various Clients – Global

EDUCATION

MA in Digital Media Design – In Progress
Harvard Graduate School – Boston, Massachusetts (Hybrid)

● Engaged in advanced coursework blending user experience, visual design, and interactive technologies through Harvard Extension School's Digital Media Design graduate program.

● Applied UX principles to real-world digital systems, including usability testing, interface prototyping, and accessibility evaluation.

● Focused on strategic design thinking, human-computer interaction (HCI), and emerging technologies such as AI in user experience.

SKILLS

• UX Strategy · UX Research · Product Design · Design Operations · Design Systems
• Team Leadership · Stakeholder Engagement · Remote Collaboration · Accessibility (WCAG)
• Figma · Webflow · Miro · Airtable · FigJam · Adobe CC
• Service Design · Heuristic Evaluation · Journey Mapping · Usability Testing
• Enterprise Platforms · eCommerce · Loyalty Programs · AI-integrated UX
• Travel Tech · Government Experience · Cross-Functional Team Management

Portfolio available at HireLevi.com | Remote & Hybrid Preferred | Based in Raleigh-Durham, NC