

# Bobby Papson



## Senior Product Designer

912-602-4192

Bobby.Papson@gmail.com

www.BobbyPapson.Design

linkedin.com/in/bobbypapson

### Professional Summary

Senior Product Designer with 8+ years of experience shaping consumer apps, SaaS platforms, and enterprise software. Skilled at distilling complex systems into intuitive, scalable experiences that improve conversion, efficiency, and engagement. Trusted partner to executives and engineers, blending strategy and craft to deliver measurable outcomes across global brands.

### Select Case Studies (portfolio linked)

- **AES – Global Website Unification**  
Led UX and content strategy to consolidate 10+ international sites into a single scalable framework, improving clarity and usability across diverse audiences.
- **Georgia-Pacific – Simfoni & OneStop**  
Designed enterprise tools that streamlined workflows for remote engineers and floor operators, reducing tool-switching and increasing troubleshooting speed.
- **Omnia Partners – Connect Platform**  
Defined UX for a partner dashboard that empowered collaboration and reporting, driving higher adoption and engagement among enterprise members.
- **IHG – Booking Flow Optimization**  
Refined mobile and responsive booking flow across Rooms & Rates, Extras, and Payments, simplifying comparison and boosting conversion through continuous A/B testing.

### Experience

#### User Experience Lead - Sagepath Reply

*Multiple Engagements · Feb 2021–Jan 2022 (full-time), Oct 2024–Jun 2025 (contract)*

- Unified global websites, created enterprise dashboards, and improved SaaS tools across Fortune 500 clients.
- Delivered wireframes, design systems, and responsive UI that scaled across teams and platforms.

#### Senior Product Designer - IHG Hotels & Resorts

*Multiple Engagements: Sep 2018–Jan 2021 (full-time), Jun 2022–Sep 2024 (full-time)*

- Designed mobile booking features and later overhauled responsive web flows.
- Partnered with revenue teams to simplify rate structures, directly improving clarity and conversions.

#### Product Designer - Edgar Allan

*Multiple Engagements: Jan 2021–Mar 2021 (contract), Jan 2022–Jun 2022 (contract)*

- Designed UX and visuals for Villatel Village's Webflow site launch.
- Led IA and UX for Pandium's B2B platform redesign, improving engagement and usability.

#### Product Designer - Vanzig Digital LLC

*Jun 2017–Apr 2023 (freelance)*

- Partnered with startups and marketing clients to deliver UX/UI solutions that translated complex briefs into conversion-focused experiences.
- Designed responsive websites, landing pages, and Web3/NFT platforms, blending usability with innovative digital trends.

### Core Skills

#### UX/UI

Competitive Analysis  
Content Strategy  
Information Architecture  
Wireframing  
UI Design  
Responsive Design  
App Design  
Prototyping  
Design Systems

#### Tools

Figma  
Figma  
Adobe CS  
Webflow

### Certifications

User Experience Design  
Digital Marketing  
Front-End Developer  
SAFe Practitioner  
CIW User Interface Design