

# RobinRotman

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## experience

### Director of Design at ARE TOO • 08/22 – present

Founded and led design consultancy serving VC portfolios and startups across AI/ML, SaaS, healthcare/pharma, consumer, and e-commerce.

Managed a team while partnering with C-suites and leadership to diagnose and solve strategic problems, and surface untapped user bases or revenue streams. My work included product design, conversion optimization, 0→1 product builds, development, investor framing and materials, and brand identity.

### Senior Product Designer at Trello • 04/21 – 07/22

Transformed Trello's enterprise product experience by enabling a collaborative, organizational layer for both enterprise admins and teams of 30K+ users.

Architected and designed organization-level UIs, shifted the object model, and built permission frameworks, presenting my enterprise strategy often to leadership including Atlassian's CEO, whose feedback confirmed my direction.

### Senior Product Designer at Jira Align • 08/19 – 04/21

Overhauled and integrated a complex and newly acquired product into Atlassian's ecosystem. Redesigned its OKR and planning features for enterprise clients like AT&T and improved the UI by implementing Atlassian's design system.

### Creative Director at e-commerce • 12/18 – 08/19

Owned all strategy, product, design, and creative for a startup; built the e-commerce website, growing sales consistently 200% month over month. Work spanned CRO, development, brand identity, packaging, partnerships, marketing, and conference design.

### UX/UI Developer • 11/18 – 3/19

Ideated, designed, and developed a responsive web online ordering SDK using React, Sass, and Rails after identifying that desktop lunch-time users converted at 2-3x higher rates over native mobile apps. Branded and deployed the SDK for large franchises including Chase Pay, Nando's, and Smoothie King, generating \$1M in annual recurring revenue.

### Lead Product Designer • 2/17 – 11/18

Researched, wireframed, and designed brandable features and reusable components for Grubhub's 500+ native iOS and Android SDKs, such as new home screen navigation styles, Apple Pay integration, rewards systems, and ordering flows.

### Senior Visual Designer • 4/16 – 2/17

Owned design and branding for 38+ Android and iOS apps for clients like Sweetgreen, Cava, Pret A Manger, and Potbelly, while also building bespoke screens and loyalty integrations for key clients using LevelUp's API.

### Visual Designer • 3/14 – 4/16

Styled mobile apps to match restaurant client branding and designed their supporting print collateral and HTML email templates.

### Digital Designer at HMM • 9/12 – 3/14

Concepted, designed, and developed the 14-title award-winning Curious George interactive iPad series featured by Apple. Also redesigned the CliffsNotes website and created digital collateral for brands like The Hobbit and literary icons like C.S. Lewis.

## summary

Product designer with 13 years of experience who always brings enthusiasm to both my work and team.

I take pride in my diverse and technical skill set across research, product design, strategy, and systems architecture, and in my genuine commitment to helping the end-user.

My strategic designs directly impact the bottom line, from securing \$4.2M enterprise deals to providing measurable value to millions of users.

## expertise

AI/ML products  
Enterprise / B2B SaaS  
Healthcare / Pharma  
Fintech / Payments  
Platform / SDK

## tools and skills

Figma  
HTML • CSS • Sass  
React • JavaScript  
GitHub  
VO • Cursor • Claude

Product design with a focus on AI  
Systems architecture  
Design systems  
0→1 product development  
Conversion optimization  
Investor storytelling  
The design meat and potatoes: user research, prototyping, UX writing, etc.

and so many more (just ask!)

## volunteer and hobbies

Visiting lecturer at Boston University and General Assembly

Dog Behavior and Training  
Baking  
Interior Design

## education

### Boston University (BU) | 2012

B.S. in Communications (Cum Laude)

ATLASSIAN

GRUBHUB (previously LevelUp)