

RobinRotman

robbinnicolerotman@gmail.com
617 671 9008 • robinrotman.com

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 HMH • 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.

ATLASSIAN

GRUBHUB (previously LevelUp)

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)