

# Robert S. Harris

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## Web & Digital Producer

### Summary

Web & Digital Producer, UI/UX engineer, UX designer, interaction designer, researcher, and web producer with over 10 years of experience in the Media and Advertising industries and 5 years in the Banking and Financial Services industries. Extensive experience in UX engineering and skilled in the UX design processes and methodologies from design thinking, discovery, and research, ideation, strategy, to creating sitemaps, user flows, wireframes, visual designs, prototypes and conducting usability testing to validate assumptions and implementation. Excellent communication and collaboration skills working with cross-functional teams including technical teams, sales and marketing teams, developers, executives to deliver digital solutions. Empathetic, human-centered design advocate who is committed to discovering the pain-points and problems users are facing and delivering solutions through well-designed user-centered products.

### Experience

**Founder and Producer / Product Manager / UX Designer / UX Engineer** | WorldShaker Interactive, Inc. - 9/2007 - Present

- Co-founded, designed, engineered, launched, and marketed e-commerce websites serving digital video content to serve the urban market.
- Partnering with the founder of streetwear brand Houz of Kings (IG @houzofkings) to design, produce, strategize, and market apparel resulting in faster product to market and an 85% increase in sales.
- Delivered the UI/UX engineering solutions using HTML5, CSS3, and JavaScript translating designs into semantic, pixel perfect desktop and responsive solutions.
- Worked with cross-functional teams to discover and define problems, iterating on designs and delivering MVPs and complete solutions.
- Worked with the information architects using research findings and insights to create sitemaps, user flows, and wireframes.
- Developed the MVPs for brands to conduct usability and A/B testing to validate assumptions.

**Projects/Products:** Sony Music - Various artists' Drupal sites, Dow Jones - wsj.com, Saks Fifth Avenue - saks.com, Cline Davis Mann - Pfizer, TV Guide Online - tvguideonline.com, Interactive Media Associates - touchtunes.com, Turner Broadcasting Inc. - thefrisky.com, Icon Nicholson, KBSP - bmwusa.com, CAHG - Omnicom Media Group.

**Digital Producer** | J & J Design - 3/2022 – 7/2022

- Created the project plan including workstreams, tasks, timelines, and deliverables for the MVP launch, and phase 2 of the J & J Learning Experience Platform.
- Managed and collaborated with the research, brand experience and digital experience teams to execute their tasks and deliverables.
- Used Wrike and Excel to create the project plan and manage the resources and allocate hours.
- Used Wrike and Excel to track and report the progress of the workstreams and deliverables.
- Collaborated with and managed external vendors and teams to track and manage the progress and the deliverables of the production of videos for the project.
- Managed the usability testing phase of the MVP to identify problems users are facing and provide actionable feedback data.
- Collaborated on the writing of job descriptions for the hiring of resources for the team.
- Facilitated daily stand-ups and meetings with the design team and stakeholders to track the progress of task and gain alignment on workstreams and deliverables.

**Web Producer/UX Designer (Contractor)** | KPMG - 4/2017 - 5/2020

- Led KPMG's key business units to successfully redesign and migrate the KPMG US Portal from SharePoint 2007 to SharePoint 2013.
- Worked with the Lead UX designer to interview stakeholders, product owners, and end-users to gather and synthesize data to gain insights on the business goals and end-user needs.
- Translated requirements into user stories and collaborated with the design and development teams to implement those features leading to an improved product design and user experience for the teams.
- Collaborated with the firm's business units to successfully migrate thousands of documents and data and mapped that content to the ideal UI components making it more findable, searchable, and accessible to those teams.
- Established measurable goals of success (S.M.A.R.T) and KPIs for the implementation of the solution with feedback from product owners, and stakeholders.
- Collaborated with Directors, Senior Project Managers, and other stakeholders on resource allocation, project plans, deliverables, and getting sponsorship and buy-in for various firm initiatives.
- Designed detailed documentation and facilitated knowledge transfer sessions for product owners and content managers on using UI components, lists, content, brand-compliant assets, and configuration steps and options for their site collections.
- Led the effort, alongside the UX team, and stakeholders, to build out a SPA (Single Page Application) for the firm's Code of Conduct microsite which improved firm-wide access to important company policies and procedures information.

**UX Engineer (Contractor)** | Pershing, BNY Mellon - 4/2014 - 1/2016

- Configured products in Liferay CMS and worked on migration from Liferay 6.0 to 6.2.

- Developed the adaptive, ADA, and desktop branding experiences for - netxinvestor.com clients, which improved the overall user experience of the brands' products.
- Performed cross-browser cross-platform and multi-device development, testing, and quality assurance of products using Firefox, Chrome, Chrome Emulator, and IE as debugging tools.
- Worked with the backend development team and the QA team to identify, debug, and fix defects within the products.
- Led the development team to refactor the HTML for my assigned products.
- Worked on products' wireframes and user flows in collaboration with information architects.

## Technical Skills

Figma, Principle, Adobe CC, InVision Studio, Miro, Mural, Optimal Workshop, Sketch, Justinmind, Jira, Asana, Trello, Wrike, Agile/Scrum, SDLC, HTML5, CSS3, JavaScript (ES6), Node.JS, Jasmine, Material UI, React, Visual Studio Code, JavaScript (ES6), Oracle SQL, Liferay, WordPress, Adobe Analytics, Google Analytics, Facebook Business Suite, Shopify.

## Education

**Bernard M. Baruch, New York, NY** — Bachelor of Business Administration — Computer Information Systems

**User Experience Design Immersive Student** | General Assembly - 03/2021 - 6/2021

- 12-week, 450+ hour User Experience Design program focused on user-centered design methods, design thinking skills, team collaboration, and client relations.
- Completed four projects, two individual and two group projects, one client-facing.