

# Rob Comradd, Jr.

## Product Designer / Director

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Whether it's optimizing a digital journey, refining an interface, or tackling a complex UX challenge, I'm all about making things work beautifully.

Let's build something amazing together. 🚀

### EDUCATION

University of Saint Mary -  
Leavenworth  
MBA, Marketing & Advertising Mgmt

University of Texas - Arlington  
B.F.A. Graphic Communications

LOUISIANA TECH UNIVERSITY  
Mechanical Engineering /  
Graphic Design

### TOOLS

Figma  
Adobe master suite  
Jira  
ChatGPT  
Claude AI  
Lovable AI  
Branding / Marketing  
Sketch

### HARD SKILLS

Wireframing  
Rapid prototyping  
Design / User Research  
Workshop facilitation

### SOFT SKILLS

Effective communication  
Leadership  
Problem solving  
Critical thinking  
Player-coach  
People management

### AWARDS

GRAPHIC DESIGN USA ●●●●●●●●●●  
GOLD DAVEY ●  
SILVER DAVEY ●●  
ECHO ●

#### 2021 - Present | Hypergiant Design Director

- Lead **UX/UI strategy** for JERIC20, an AI-powered cloud-based **Command and Control (C2)** system for the U.S. Air Force.
- Develop **real-time data visualization dashboards**, enhancing situational awareness and mission-critical decision-making.
- Integrate **machine learning and predictive analytics** into user workflows to improve operational efficiency.
- Collaborate with **cross-functional teams** to ensure seamless design-to-development handoff.

#### 2021 - 2021 | ModeSens Director of Design

- Designed and implemented **end-to-end user journeys**, improving customer retention and conversion rates.
- Led a **UX/UI redesign** of login, social features, and onboarding, increasing profile completion rates and engagement.
- Conducted **A/B testing and user research**, refining interaction models and usability heuristics.

#### 2019 - 2021 | LTK UX Director of Product Design

- Developed **data-driven UX strategies**, optimizing user flows and reducing friction in the sales pipeline.
- Led the migration from **Netsuite to HubSpot**, improving sales performance, onboarding, and CRM efficiency-**boosting productivity by 60%**
- Applied **agile methodologies and design thinking** to enhance product usability and engagement.

#### 2018 - 2019 | 7-Eleven Sr. Visual Designer

- Led the **end-to-end UX/UI redesign** of the 7Now delivery app, driving increased downloads and transaction completion rates.
- Designed 7-Eleven One, consolidating multiple user experiences into a **single, intuitive digital ecosystem**.
- Conducted **usability testing and iterative prototyping**, ensuring design decisions aligned with user needs and business goals.

### OTHER

JC Penney | Houghton Mifflin | Firstcom Music  
Art Director | Sr. Graphic Designer | Sr. Art Director

#### 2016-2018 | Rent-A-Center, Inc. Sr. UX/UI Designer

- Designed and optimized **enterprise cloud-based SaaS solutions**, increasing adoption rates and operational efficiency.
- Led the creation of Lilypad, a subscription-based rental model, proving **market viability through usability research**.
- Transformed **complex workflows into intuitive digital experiences**, reducing task completion time.

#### 2018 - 2018 (Contract) | TATA Sr. UX/UI Designer

- Created **UX frameworks for digital banking solutions**, focusing on Gen Z financial engagement.
- Conducted **customer journey mapping, heuristic analysis, and wireframing** to refine mobile banking experiences.
- Produced **interactive prototypes and pitch videos**, utilizing storyboarding and motion design.

#### 2015-2016 | Prime Art & Jewel Creative Director

- Developed **branding, marketing strategy, and product positioning** for international jewelry markets.
- Directed **in-store visual design** as well as trade show displays, video modeling, and digital marketing campaigns.
- Optimized **e-commerce experience for Amazon storefronts**, increasing customer engagement and conversion.

#### 2013-2015 | Javelin Marketing Group Art Director

- Led concept and visual design for AT&T's **B2B division**, enhancing customer engagement and lead generation.
- Designed a **multi-channel loyalty campaign** for Citi's Points Transfer program, incorporating AR and interactive digital media.

#### Results:

- 226% increase in transferred points in the first month.
- 42% of redemptions from first-time users.
- 2,768% increase in website visits.