

I'm a product and UX design leader who thrives where innovation, speed, and human insight intersect. With 12+ years of experience across enterprise platforms, AI products, and consumer services, I specialize in bringing concepts to market—from whiteboard to MVP and iteration. My work has helped secure multimillion-dollar contracts, launch AI-integrated commerce tools, and unify complex service ecosystems across mobile and web. I bring resilience, research rigor, and a bias for action—plus the ability to speak fluently to C-suite, engineers, and customers alike.

CORE SKILLS

- Rapid UX Research (guerrilla, concept testing, usability)
- Product Strategy & MVP Execution
- Revenue-Driven Design Thinking
- Cross-Functional Team Leadership
- Innovation Workshops & Enterprise Pitching
- Prototyping (Figma, AI tools)
- Design Systems & Scalable UI
- Executive Influence & Stakeholder Alignment

TOOLKIT

- Figma
- Adobe CC
- Jira
- ChatGPT
- Claude AI
- AI Prototyping toos
- Maze
- Miro
- Design OPS
- Ideogram.ai

HARD SKILLS

Rapid prototyping
Design / User Research
A/B Testing
Inclusive design
Workshop facilitation

AWARDS

GRAPHIC DESIGN USA
GOLD DAVEY
SILVER DAVEY
ECHO

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

Rob Comradd, Jr.

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2021 - 2025 | Hypergiant

Design Director

- Led concept-to-contract UX efforts that helped land a \$60M government AI deal, including vision decks, prototypes, and executive presentations.
- Delivered scalable design systems and predictive planning workflows across mission-critical spatial and web platforms.
- Ran workshops and concept testing for innovative features—often in scrappy, high-stakes environments with short timelines.
- Collaborated with C-level defense and enterprise stakeholders, balancing usability, feasibility, and business risk.

2021 - 2021 | ModeSens

Director of Design

- Created AI-personalized onboarding, loyalty, and discovery experiences.
- Drove KPIs through concept testing, rapid iteration, and scrappy, design-led prototyping under tight startup constraints.

2019 - 2021 | LTK

UX Director of Product Design

- Led product design for brand campaign tools with real-time analytics and scalable UI kits.
- Integrated user research and A/B testing into agile cycles, improving campaign setup time and creator satisfaction.
- Mentored junior designers and standardized research artifacts to influence quarterly product planning.

2018 - 2019 | 7-Eleven

Sr. Visual Designer

- Early designer of the now flagship 7NOW app—later designed the first iteration of 7Eleven Oneapp that merged rewards, pickup, delivery, and fuel into a seamless mobile experience.
- Led UX from concept through mockups, testing, and implementation—partnering with engineering, logistics, and marketing.
- Worked on early delivery mechanisms using voice AI prototypes (Alexa) and contributed to “Pins” and autonomous delivery logistics pilots.
- Applied guerrilla research and rapid iteration to test mobile ordering flows in-store and on-location with customers.

2016-2018 | Rent-A-Center, Inc.

Sr. UX/UI Designer

- Concepted and designed “Lilypad,” a consumer app that used AI to suggest merchandise, rooms and styles and dynamic payment options.
- Owned concept testing, interaction design, and visual spec delivery for both customer and employee interfaces.
- Practiced iterative validation, lean testing, and executive sell-in using working demos and narrative storytelling.

2018 - 2018 (Contract) | TATA

Sr. UX/UI Designer

- Led design for a stealth team reimagining mobile banking for Gen Z users
- Conducted research on Gen Z values—highlighting donation, transparency, and social impact
- Created end-to-end flows and mobile UI for a purpose-driven banking experience
- Delivered concept testing and prototypes used to influence future product strategy

2015-2016 | Prime Art & Jewel

Creative Director

- Led e-comm design for high-volume Amazon storefronts
- Boosted bookings/conversion through strategic product storytelling

OTHER

Javelin Art Director

JC Penney Art Director

Houghton Mifflin Sr. Graphic Designer

Firstcom Music Sr. Art Director