

Robert Hoyt

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Summary

Results-driven Product Designer with a proven track record in designing human-centered experiences for enterprise SaaS, B2B, and B2C platforms and AI-powered solutions. With expertise in UX strategy, Design Systems, and scalable User Interfaces, I specialize in bridging the gap between cutting-edge technology and intuitive user experiences. I bring deep expertise in product thinking, usability research, and cross-functional collaboration, working alongside data scientists, engineers, and product leaders to drive design decisions backed by real-world insights.

Professional Experience

HoytLabs - Founder | Strategic Product Designer

Remote | May 2022 - Present | Tools: Figma, Sketch, Framer, Miro, Adobe Creative Suite

Current Client: Pereview Software

Past Clients: Leonardo247, Ford Pro, Dell Technologies, Sonos, D-Metrics

- Leading UX/UI strategy and execution for multiple B2B and B2C SaaS platforms, modernizing legacy designs for improved usability and adoption.
- I manage stakeholder relationships and conduct design workshops to ensure seamless product adoption and customer satisfaction.
- I build scalable design systems for cross-functional teams, streamlining workflows and ensuring consistency across enterprise applications.

S&P Global - Product Design Director | AI/ML Team

Remote | May 2020 - April 2022 | Tools: Sketch, Figma, Miro

- Directed AI-powered design initiatives, collaborating across teams to deliver advanced NLP-driven visualizations for actionable insights.
- Piloted POC projects to assess emerging AI technologies, achieving a 50% increase in system efficiency and user satisfaction.
- Established design systems prioritizing ethical AI use, resulting in a 100% increase in user adoption.

Dish Network - Senior UX Architect

Englewood, CO | February 2020 - April 2020 | Tools: Figma, VS Code

- Worked on a web-based application for B2B 5G initiatives handling end-to-end UX processes, UI work, visual design, hi-fidelity prototyping, and front end development work.
- Managed stakeholder communication and engagement before the contract was canceled due to the COVID19 pandemic.

Verizon - Cartography Designer

Denver, CO | August 2019 - February 2020 | Tools: Figma, InVision, Mapbox, VS Code

- Led the design of a next-gen B2B map service similar to Google Maps, resulting in the successful product launch to top clients and developers via an open API.
- Managed end-to-end graphic deliverables, design system, and creation of all map artifacts and assets.
- Enhanced client satisfaction by consistently delivering user-friendly map interfaces, verified through positive feedback and a marked increase in client retention rates.

Google - Interaction Designer

Boulder, CO | November 2018 - July 2019 | Tools: Sketch, InVision

- Redesigned the Android app for Street View using Google's Material Design System 2.0, with a focus on human-centered principles, enhancing the functionality and user experience for its 10 million+ global users.
- Collaborated with cross-functional teams including the Maps and Earth teams to enhance the Street View experience on mobile and web.
- Designed and developed the front end of a B2B mapping application to be used inside every Street View car for capturing imagery and planning routes.

Aetna Health - Senior Product Designer

Denver, CO | April 2017 - October 2018 | Tools: Sketch, InVision, Zeppelin, Figma

- Contributed to a large design team focusing on UX/UI design for the creation of the Aetna Health app for iOS, and Android working through a full Agile release cycle.
- I applied human-centered design techniques to improve the UX/UI of the mobile applications, facilitating better patient interactions and user journeys, resulting in a 75% member adoption.

DaVita Kidney Care - UX/UI Designer

Denver, CO | December 2016 - April 2017 | Tools: Sketch, InVision

- Designed patient-facing mobile applications for iOS and Android, focusing on ease of use and accessibility.
- Adhered to Apple's Human Interface Guidelines and Google's Android UI Patterns to ensure high-quality design standards.
- Collaborated with external clients to create custom applications, which enhanced patient engagement and care management.

PlayerLync - Senior UX Architect

Englewood, CO | February 2016 - December 2016 | Tools: Sketch, InVision, Figma

- Implemented a comprehensive UX strategy for the B2B platform, enhancing client engagement and user interface functionality.
- Led front-end development and high-fidelity prototyping, improving the application's usability and interactivity.
- Conducted extensive user testing, resulting in targeted improvements that significantly boosted client satisfaction and platform adoption.

Gartner - Senior UX Designer

Austin, TX | June 2014 - February 2016 | Tools: Sketch, Adobe Creative Suite

- Pioneered UX processes for Gartner's user administrative portal, proprietary softphone, company website, and B2B web application.
- Established as the first full-time UX designer ensuring a seamless UX.
- Streamlined user experience across multiple platforms by implementing human-centered design strategies, leading to a 30% improvement in user engagement metrics and enhanced overall system usability.

Pure Strategic - Web Designer

Boulder, CO | Sep 2012 - Apr 2014 | Tools: Adobe Creative Suite

- Collaborated directly with the CEO and team members to conceptualize diverse websites and design projects.
- Executed processes including vector illustration, responsive web design, visual design, and the creation of pixel-perfect mockups.

Tools: Figma, Figjam, Sketch, Framer, Webflow, Adobe Creative Suite, Miro, VS Code, Vercel, Storybook, Chromatic, Rive, ChatGPT

Core Design: Human-Centered Design, User Experience Design (UX), Product Design
Advanced Design: User Interface Design (UI), Interaction Design, High-Fidelity Prototyping, Motion Design, Design Systems, User Research, Information Architecture, Design Thinking, Design Strategy

Programming: HTML, CSS, JavaScript, ReactJS, Next.JS, Typescript, Python, Flutter/Dart, AI/ML Generative Artificial Intelligence, Machine Learning, Deep Learning, Natural Language Processing

Certificates

- UX Design from Google
- Foundations of User Experience Design from Google
- Principles of UX/UI Design from Meta
- GenAI for UX Designers from Coursera
- Fundamentals of UI/UX Design from Microsoft