



# JEFF ROBINSON

PRINCIPAL UX / UI DESIGNER

🔗 Design showcase: [scamper.com/cv](https://scamper.com/cv)

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## SUMMARY

A seasoned UX/UI designer with a passion for demystifying complex software through intuitive and efficient interfaces. Specializes in creating seamless user experiences with a meticulous approach to design, leveraging expertise in Figma and the Adobe Creative Suite. Excels in collaborating with cross-functional teams to shepherd projects from initial concepts to polished final products, establishing comprehensive design systems along the way. Demonstrates a proven track record in enhancing user engagement and satisfaction across diverse domains, including visualization-heavy B2B SaaS tools, green energy solutions for smart buildings, and ML- and AI-assisted industrial IoT solutions at the edge. Deeply committed to elevating software usability and ensuring accessible, user-centered design solutions.

## EXPERIENCE

### FOGHORN SYSTEMS + JOHNSON CONTROLS - Senior UX / UI Designer 2017 - 2023

Full-stack designer for industrial and commercial IoT software platform. Suite of ML- and AI-assisted tools allowed for the visual configuration and management of on-site edge environments, from green buildings to factory floors.

- Provided creative vision for all aspects of product suite, crafting bespoke tools for domain experts and technical users, was instrumental in shaping the vision and direction of customer-facing edge-centered platforms.
- Provided lifecycle design for sophisticated solutions, working closely with remote, cross-functional teams, from design strategy to final execution with engineers. Directly engaged with users and stakeholders to keep their needs and preferences central to the design process.
- Developed and maintained extensive design system, serving as centralized reference for all content classes, from atomic elements to complex components.

### BECKON, INC - Senior UX / UI Designer 2012 - 2017

Headed design for leading B2B marketing intelligence SaaS solution suite.

- Provided creative vision for primary marketing solution, instrumental in shaping the vision and direction of customer-facing web platform.
- Spearheaded the conceptualization and direction of key aspects of our dashboard-based product ensuring alignment with company's strategic objectives and market demands.
- Collaborated closely with marketing team to develop and maintain our brand identity, from the inception of our wordmark to its integration into advertising initiatives and public events.

### LITHIUM TECHNOLOGIES - UX Designer 2010 - 2012

(Acquired ScoutLabs in 2010) Work centered around integration of the Scout Labs app into the broader Lithium ecosystem, including the incorporation of existing Lithium mechanisms.

### SCOUT LABS - UX Designer 2008 - 2010

Headed design for web-based B2B customer engagement SaaS app.

- Provided top-down design of app, from content and navigation to resource management mechanisms for users.
- Worked closely with product managers on storyboards and process flows, iterated on style guide and component design, and delivered final assets and specs to engineering team.

### TECHNORATI, INC - Senior Designer 2006 - 2008

Headed design for interface design across a broad, consumer-facing product.

- Developed style guide with special focus on nascent web standards, and advocated for incorporation of best practices into existing product.
- Shepherded projects from conceptual wireframes to final visual QA.
- Coordinated with marketing on the management and maintenance of corporate brand.

## SKILLS

- Figma
- Adobe XD
- Photoshop
- Visual design + design thinking
- User-centered design
- Interaction design
- Writing + communication

## INTERESTS

- Minimal, nuanced UI
- AI technologies + prompt engineering + tools
- Writing fiction (novels)