



Rob Bradlee

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Applications

Adobe Creative Suite, Sketch, Invision, Axure RP, Visual Studio, Wordpress, Google Analytics, Sharepoint

Languages

HTML5, CSS3, Javascript

Skills

User Experience (UX)
Information Architecture
Interaction Design
Creative Direction
Omni-channel Experience Design
Digital Customer Experience
User Interface Design
Information Design
Brand Architecture
Brand Management
Team Leadership
Team Architecture
Content Strategy
Digital Marketing
SEO / Analytics
Business Strategy
Agile Methodologies
Front-end Development
Customer Journey Mapping
Performance Benchmarking
Data Analytics

Education

West Chester University of Pennsylvania,
West Chester, PA
BFA, Art: Graphic Design with Web
Technology Minor, 2010

Certifications

Certified Usability Analyst Certification
(Human Factors)

Work Experience

Munich Re / User Experience Architect (2018-Present)

- Led advocacy, approach and implementation of experiential Design at all levels of company.
- Consulted with internal teams on design strategy and best practices.
- Gathered UX/UI requirements and managed UX quality across platforms and devices, including presenting approach and gaining alignment from clients and C-Level executives.
- Created all UX project deliverables such as concepts sketches and storyboards, detailed interaction designs and screen flows, functional specifications, and (high/low fidelity) prototypes to clearly articulate solutions and guide partnering teams across multiple channels.
- Conducted user research to derive insights, craft personas, and map client / user journeys across the existing product portfolio.
- Conducted concept and usability testing to iteratively validate and improve existing and new solution designs.
- Developed global design system to bring consistency across all UI/UX.
- Continued development of global design system to enhance future designs.
- Created visual designs and ensured that the solution in development aligns to company brand standards (VQA).
- Tracked user experience metrics and reported on the success of UX improvements.
- Analyzed user research and web analytics data to inform and defend designs.
- Built and oversaw team of creatives (UX, Visual Designers, Copy).

Munich Re / Creative Design Lead (2016-2018)

- Worked closely with business to define problems and provide creative solutions.
- Led a team of creatives in the development and delivery of creative solutions across all digital channels.
- Generated innovative ideas across all existing and emerging digital platforms.
- North American Lead for global website relaunch (60k+ pages), development of design system, UX architecture
- Articulated and justified concept and design choices to clients.
- Introduced & launched new asset management system to organize 10,000+ company assets
- Designed corporate portal applications to drive business engagement
- Responsible for content relevance and consistent brand voice across all channels.
- Developed concepts, designs/layouts and campaigns for client projects, applying brand and campaign guidelines.

- Partnered with copywriters to ensure the art direction and visual presentation support the project's strategy.
- Built and implemented brand strategy for business needs across all digital channels.
- Brand training with external agencies/vendors.
- Led environmental design for all major events; developed project scope and adhered to budget restrictions.
- Created Email campaign strategy & ran development for multiple campaigns.
- Presented and sold ideas internally to clients.

Signl / Co-founder & Managing Creative Director (2015-2018)

- Cofounded company.
- Start-up brand development / strategy.
- Digital marketing strategy.
- Led all UI & UX design efforts for client platform .
- Led design efforts for iOS & Android application.
- Led design efforts for client dashboard.
- Conducted user research to drive product deliverables and requirements..
- Led concept and usability testing to validate concepts and new product launch.
- Website design /development.
- Client facing interaction to sell dashboard and available features.
- Worked closely with development team in agile environment.
- Evaluated data analytics and developed KPIs for website and client dashboard.

Munich Re / Sr. Interactive Designer (2015)

- Art direction for digital, print, email, website, and event design.
- Developed ad campaign strategy.
- Oversaw SEO for company website.
- Influenced digital marketing strategy.
- Managed junior designers.
- Oversaw brand strategy for all business needs.
- Led UI/UX redesign for multiple applications.
- Video and animations design.

Munich Re / Digital Designer, Sr. (2014-2015)

Vox Medica / UI / Digital Designer (2012-2013)

Zonoff (Ring) / UI Designer (2011-2012)

Chrims / UI / Digital Designer (2010-2011)