Robin Stevens

User Experience Strategist & Leader

PORTLAND, OR
503-367-7146
robin@experiencelabpdx.com

Skills

User Experience Designer and Manager

I've got a holistic stakeholder-based approach to designing systems and solutions. I build (or guide) framing documents, information collectors, project and product plans, and production guides. These create clarity of vision, stakeholder buy-in, a clear path to launch, and sustainable, repeatable processes.

Mentor

I enjoy sharing strategic skills and methodology with others and have helped more than 20 interns to break into full-fledged UX careers. I also enjoy using advanced digital skills and methods for the common good.

Experience Researcher

Data comes from many places when we are willing to look. In any given project I might: Gather knowledge from stakeholders close to customers, review the competition, analyze usage data, review social media and market research, deploy surveys, or conduct field or online research. Some combination of these help me to envision important ways to support the user journey.

Cross-Channel Digital Journey Mapper

Each user (or customer, donor, constituent, or voter) has a starting point, and they travel a path to get to their goal. Our job is to make every interaction count – from start to end - so that every next step is easy to access and understand.

Intuitive Information Designer

Intuitive digital experience comes from setting user expectations at one step and then meeting them at the next. Inspiring information design flows from distillation of different user viewpoints into common design and language that meets the expectations of many.

Focus

UX Strategy

User Research

UX Architecture & Design

Cross-Channel
Digital Journeys

Career

US Bank
Senior Experience Designer
2022 to present

Experience Lab, LLC
Principal, UX Strategist

2010-2022

Serving B2C, B2B, non-profit and some political clients.

White Horse Productions
UX Director, 2007-2010

Lead advocate for user needs at full-service digital agency.

Alibris
UX & Brand Director

2003-2006

Built brand to support UX journeys for marketplace with very complex catalog.

Robin Stevens (cont.)

Project Examples

Credit Card Management App, US Bank

I am working with the incredible U.S. Bank digital team to design a white-label user-centered credit card servicing app. I analyze user and systems data and designs to create design artifacts that facilitate decisions and help our team to meet weekly, quarterly and annual goals while evolving our product roadmap.

5 into 1, Customer Portal Integration for GE Renewables

We combined 5 separate B2B commerce portals for renewable energy services into one. I led a discovery process that consolidated user tasks. We then designed, tested and refined to a single intuitive portal that kept the best and eliminated the pain points.

Improvement in Sprints, Henkel USA

Work was managed in sprints, and I filled in to lead the international UX team for about 6 months. We stayed 1-2 sprints ahead of the developers on design and tested prototypes with users before the successful rollout.

Supporting a Digital Shift, Oregon Historical Society

I have consulted with OHS multiple times to support their shift to a digital-first organization. As a museum, research library and member organization they have a complex set of user support needs. It's rewarding to see recommendations acted upon and customer engagement stats improve.

Boards & Politics

Board Member, In Our America, Love Wins

Digital Strategy & Comms, Multnomah County Democrats

Education

UC Santa Barbara, Political Science
A focus on American politics and literature, and a greater than average dose of work at the Daily Nexus, one of the best student-run campus newspapers in the country.

Technology

Generalist

As a lifelong learner, I embrace emerging technologies. The tools change; the goals of good strategy and intuitive experience are the same.

In no particular order

Figma/Figjam

Microsoft Teams

NGP VAN/Every Action

ActBlue

Action Network

Adobe/Google Analytics

Usertesting.com/ Userfeel.com/Crazyegg

Octopus/Graffle/MindMup

Sketch/Canva/Balsamic

Dropbox/Google Drive/Box

Jira/Monday.com

WordPress/HubSpot

A little:

HTML, CSS, Javascript