Robin Stevens

Experienced UX contractor • available for new engagements

Portland, OR | 503-367-7146 | robin@experiencelabpdx.com | brontestreet.com

PROFESSIONAL SUMMARY

Senior Experience Designer and UX Strategist with 20+ years leading end-to-end UX across enterprise B2B, fintech, and consumer products. Proven track record driving measurable outcomes: transformed a credit card app from a 1.7 to 4.8 App Store rating; delivered a unified B2B commerce portal rated 4.5/5 ease-of-use. Combines strategic design leadership with hands-on expertise in user research, information architecture, interaction design, and design systems. Experienced working in agile environments, collaborating across product, engineering, and business stakeholders. Skilled in AI-assisted design workflows including LLM-assisted research synthesis and Figma Make prototyping.

CORE COMPETENCIES

UX Strategy & Vision | Experience Design & Interaction Design | AI-Assisted Design & Research
Customer Experience & User Journey Mapping | Information Architecture | Content Strategy
Wireframing & Prototyping | Usability Testing | Agile / Sprint Methodology | Cross-Functional Leadership
Workshop Facilitation | Accessibility

TOOLS & TECHNOLOGY

Design & Prototyping: Figma, Figma Make (AI)

AI & Research: Claude, Gemini, Microsoft Copilot (LLM-assisted research synthesis, content prototyping, persona development)

Research & Analytics: UserTesting.com, Userfeel.com, Crazy Egg, Adobe Analytics, Google Analytics

Collaboration & Project Management: Mural, FigJam, Teams, Jira, Monday.com, Slack, Google Work Suite

IA & Diagramming: Octopus.do, OmniGraffle, MindMup

PROFESSIONAL EXPERIENCE

Senior Experience Designer | US Bank (Return Engagement) | *Oct 2025 – Jan 2026*

- Led UX for a complex internal data migration tool supporting credit card servicing transition from a legacy provider.
- Applied structured UX process outside the core design org, bringing user advocacy and experience standards to an engineering-led initiative.
- Prototyped using Figma Make (AI-assisted) to accelerate design exploration and stakeholder alignment.

Senior Experience Designer | Ford Credit | *2025 (4 months)*

- Led UX discovery for consumer and commercial loan approval document management workflows.
- Used AI tools (Microsoft Copilot, Gemini) to map distinct user types and support needs across all phases of document management.
- Delivered user research findings, IA recommendations, and end-to-end experience flows.

Senior Experience Designer | US Bank | *2.5 years*

- Shaped transformative UX redesign of fintech credit card management app; drove App Store rating from 1.7 (critical) to 4.8 (industry-leading) within 3 months of launch.

- Led user research, analytics review, and journey mapping to establish design direction and align cross-functional teams.
- Managed UX contributors along a design roadmap; developed a suite of design pattern library variants to support scalable implementation.

Principal UX Strategist | Experience Lab, LLC (Independent Consulting) | *2010 – 2022*

- Led end-to-end UX strategy and design for B2C, B2B, non-profit, and government clients across varied industries.
- Responsible for UX business development (scope definition, proposals, client presentations), project management, and hands-on UX delivery.
- Clients included GE Renewables, Henkel USA, Top Hat Courseware, Cambia Health Solutions, Trane Air Conditioning, Oregon Historical Society, Vernier Software, and others.

Key Project Highlights:

- GE Renewables — Led discovery and design to consolidate five legacy systems into a unified B2B commerce portal. Primary research identified wind energy engineer pain points; task-based prototype testing validated solution at 4.5/5 ease-of-use rating.
- Henkel USA — UX Lead for 6+ month agile sprint program; led international UX team 1–2 sprints ahead of developers, facilitating cross-functional design thinking workshops and delivering taxonomy and digital journey architecture for Henkel Adhesives US web portal.
- Top Hat Courseware — Designed field research study with VP Product; interviewed professor and student users at two universities; surfaced unidentified competitor threat and actionable product improvement opportunities.
- Trane Air Conditioning — UX lead for B2B customer research and UI design for engineering portal; brought offline industrial processes online for building systems engineers.

UX Director | White Horse Productions | *2007 – 2010*

- Lead user experience advocate at a full-service digital agency, translating user needs into design strategy across client engagements.

UX & Brand Director | Alibris | *2003 – 2006*

- Built brand and UX to support customer journeys for a complex used and rare book marketplace during early e-commerce expansion.
- Defined user journeys connecting booksellers with customers at the time Amazon was developing its algorithmic approach.

EDUCATION

Political Science | University of California, Santa Barbara

I focused on American politics and literature with a greater than average dose of work at the Daily Nexus, one of the best student-run campus newspapers in the country.

ADDITIONAL

- Mentored 10+ UX interns through to successful careers in the field.
- Volunteer UX/UI expertise with political and civic engagement organizations; served with Multnomah Democrats and led digital communications for candidates.