

Robert Firebaugh

Email: rrfirebaugh@gmail.com

Mobile: 415-910-0111

Portfolio: www.rrfirebaugh.com

Work Experience

Otter.ai **1/2019 - Present** **Principal Product Designer**

- Responsible for Otter.ai product design to help define the future of note-taking and sharing of conversations
- Delivering cohesive design language for all offerings across all platforms iOS, Android, and Web
- Working across disciplines delivering design solutions that drive growth and measurable outcomes
- Leading design process from user research, rapid prototypes, user testing, wireframes, final designs, to tracking performance
- Providing creative strategy for email, web site, print, social experiences that drive retention

Mozilla **9/2018 - 1/2019** **Senior UX/UI Designer**

- Effectively communicate interaction ideas through wireframes, prototypes, style guides, and user flows
- Conducting user testing to improve and validate design decisions. Includes writing scripts, conducting the tests, and evaluating the data to formulate next steps
- Building fast, prototypes for testing in incision and usertesting.com
- Delivering polished visual design that connects with target audience and aligns with style guide
- Perform design QA to improve product during implementation phase, working closely with developers for rapid iteration

Good&Co **8/2017 - 3/2018** **Director of Product Design**

Directing creative design solutions and leadership for smart hiring and team fit culture analytic tools.

- Provide design leadership and direction on B2C and B2B projects including iOS, Android, and Web apps
- Directing and maintaining design process and strategy internally and on client facing projects
- Implemented all phases of design including planning, research, concept development, prototyping, testing, visual design, and asset hand-off
- Manage and mentor designers to develop and utilize design thinking methods, UX best practices, technical skills, and career path

Exploriverse **6/2013 - 8/2017** **Director of Product Design, Founder**

Created educational apps focusing on Common Core Math, Language Arts, Science, and Social Studies for the classroom and homeschool parents.

- Design UX, prototype, and document app ideas to be built by external development team
- Illustrate, animate game graphics, and user interface. Manage outsourcing of external art and animation needs
- Design of Common Core educational curriculum and approach on tracking and displaying user behavioral data
- Establish app testing process and validation, along with rapid iteration process

PokerStars 9/2013 - 1/2014

Director of User Experience-Contractor

Provide expertise and recommendations on industry standards and problem solving for web and mobile Poker experiences.

- Build and present game vision/ideas in the form of PowerPoint and rapid prototypes (flash & mobile)
- Design and document standards, guidelines, user flow, and wireframes for a clear understanding of scope and functionality
- Mentor, manage and instruct foreign design team across the globe

Zynga, Inc. 6/2010 - 6/2013

Director of User Experience

Set new standards for interface design and storytelling for mobile and web platforms that surpassed business goals and delivered millions in revenue.

- Establish and maintain UX/UI best practices that meet player expectations and strengthen brand and share across departments
- Develop UX creative processes that foster design of compelling experiences through flow diagrams, wireframes, and prototypes
- Initiate a UI pipeline on a live game delivering to fast paced development cycles while maintaining quality and promoting cost effective development
- Perform A/B & usability testing and data assessment to iterate on FTUE, core UX and maximize spending
- Growing a team, mentoring talent, and sharing knowledge on site and across many games
- Provided vision for UI look and feel through style guides

Electrotank, Inc. 6/2001 - 6/2011

Director of Creative, Co-Founder

Conceptualize, design and manage the production of online Flash games and virtual worlds.

- Define and develop new cutting-edge, well-balanced online gaming experiences
- Oversee the Master Game Design Documentation process
- Manage in-house art creation and third-party production cycles/assignments
- Work with prospective clients to translate vision into profitable gaming brands

Professional Skill Sets

App Production: Native Design, UX/UI Design, User Research, Art Direction, Game Design, Web Design, Pitch Process, 3d Development/Unity, Rich Media Advertising, Email Campaigns, Illustration, Animation, Audio

Team Management: Team Building, Mentorship, Workflow Management, Quality Control, Evaluations

Software Proficiencies

PC/Mac: Sketch, Axure, Principle, Framer, Invision, Zeplin, Proto.io, Flash, Photoshop, Illustrator, After Effects, Premiere, Jira, Unity, Maya, MS Office, HTML, CSS, JavaScript

Education

The Art Institute of Seattle 1996-1998 Associate of Applied Arts in Computer Animation

Awards & Recognitions

- Best Game Award, 2001 Flash Kit Conference, Australia Mini Golf, Electrotank, Inc.
- People's Choice Award, 2001 Flash Forward Conference, NY Mini Golf, Electrotank, Inc.
- Full-tuition scholarship, The Art Institute of Seattle, 1996

Apps Published

- Exploriverse Math Pathfinders Closed Beta in Schools Created all aspects - Outsourced programming, world art, animation, voiceover
- Exploriverse Math Ice Cream <https://goo.gl/1F3mbB> Created all aspects - Outsourced programming, world art, voiceover
- Exploriverse Animal ABC <https://goo.gl/ecERCQ> Created all aspects - Outsourced programming, animation, voiceover

Publications

- Macromedia Flash Professional 8 Game Graphics Author & Illustrator
- Illustrating with Macromedia Flash Professional 8 Author & Illustrator
- Illustrating with Macromedia Flash MX 2004 Author & Illustrator
- ActionScript for Multiplayer Games and Virtual Worlds Contributing Artist
- Macromedia Flash MX Game Design Demystified Contributing Author
Computer Arts Magazine
- Issue 116 – Workflow Tip: Flash
- Issue 98 – Get Photorealistic with Flash
- Issue 40 – Afterthoughts: Fruit Smash
Computer Arts Projects Magazine
- Issue 70 – Photorealistic Illustrations in Flash
- Issue 61 – Electrotank Profile
Web Designer Magazine
- Issues 98-99 – Create an Interactive Product Demo
- Issue 95 – Learn how to animate characters in Flash, Team Building, Mentorship, Workflow Management, Quality Control, Evaluations