Rob West

CONTACT

rob@robwest.design

PORTFOLIO

robwest.design

SPECIALTIES

Product Design
UX Design
Branding
Design Systems
User Research
QA & Testing
Project Management
Recruiting
Team Development

EXPERIENCE

Head of Design

Raise Commercial Real Estate (2019 - 2022)

- Architected and directed the design of a best-in-class workplace management platform.
- Directed and managed Brand and Marketing teams across all verticals.
- Led a major rebrand, delivering a reimagined product experience, new marketing site, and a full refresh of branded assets and marketing collateral.
- Grew the product and marketing design teams while supporting the growth of the company from 15 to 150 employees and from 1 to 5 markets.

Lead Product Designer

Haven, Inc. (2015 - 2018)

- Led the design of Haven's transportation management system, a hub that connects freight shippers to carriers with a modern interface and rich feature set.
- My designs were a major contribution to the closing of an $11m Series A.
- Critical features delivered: Notifications, Tasks, and Messaging. Custom Workflow & Permissions. Automated Procurement. Rate Management. Document Management.

User Experience Designer

SET Media (2014 - 2015)

- Managed all design and UX efforts for our campaign management tools and marketing site. My work contributed to revenue growth from 12mm in 2014 to 60mm in 2015.
- Reviewed and overhauled our visual style guide and component framework used to build all internal and externally facing campaign management tools.

User Experience Designer

Isobar (2013 - 2014)

- Contributing designer to multidiscipinary teams delivering world-class experiences to an international client list.
- Projects included a redesigned Careers experience for Bloomberg Media, as well as the relaunch of a major wealth and risk management tool.

EDUCATION

Master of Information Science, UNC Chapel Hill 2013

Human-Computer Interaction and User Experience Design