

Portfolio

www.marshallrobbins.com

Education

MS in Human Computer Interaction and Design

Indiana University | 2019

BS in Jazz Guitar

Indiana University | 2014

Skills

Research

User interviews
Contextual inquiry
Affinity diagramming
Personas
Journey maps
Service blueprint maps
Usability testing
Workshops

Design

Workflows
Sketching
Wireframing
Hi-fi mocks
Prototyping
Design systems

Product

User stories
Feature prioritization
Roadmapping
Product vision

Tools

Whiteboard
Figma (preferred)
Sketch
Miro
Google Suite
Atlassian Suite
Adobe Suite

Experience

○ **Addepar** | Feb 2022 - Current (2 yrs +)

Senior Product Designer ---> Senior Product Designer II

- Leading the creation of a new data management module, which will improve and centralize the experience of clients who currently manage data across 10+ different products and tools
- Elevating our design culture through critiques, driving cross-product initiatives, design system enhancements, and evangelizing design
- Drive product requirements, priorities, and influence the roadmap by facilitating workshops, usability testing, and mapping sessions with clients and cross functional partners
- Formed a vision and delivered designs for the large new product, IBOR (Investment Book of Record), which delivers higher quality and more timely start-of-day position and cash balances through corporate action processing and reconciliation to custody
- Created MVP designs for an AI-based alternatives document management product that is projected to reach \$1m in ARR in its first year of beta release

○ **Expero** | Jun 2019 - Nov 2021 (2 yrs 6 mos)

UX Design Consultant ---> Senior UX Design Consultant

- Laid the foundation for a large new IHS Markit (bought by **S&P Global**) portfolio management product by extracting requirements, helping create a roadmap, and delivering mocks & prototypes for major features
- Helped the cloud cost management startup **Yotyscale** achieve a series B funding round for ~\$14 million through work across the platform of data visualizations, machine learning recommendations, and approval workflows that help big name clients save millions every month
- Worked across the **Synopsys** portfolio of software security products, including their legacy and core code scanning products, a new CLI tool for developers, and creating a vision for reimagining their managed services
- Consulted for a variety of other clients in complicated domains to quickly understand business requirements and users needs so that I could deliver high quality designs and product vision

○ **S&C Electric Company** | May 2018 - Aug 2018 (4 mos)

UI/UX Intern

- Designed a tablet application that allows linemen to create map-based assignment queues, and deploy an automated drone that connects to IoT devices to safely sync data from a distance
- Conducted, analyzed, and iterated designs based on usability tests with 10 participants using paper prototypes and mockups

○ **Indiana University** | Aug 2017 - May 2019 (4 mos)

Associate Instructor

○ **Self Employed Musician** | May 2010 - Current

Band leader, teacher, and freelance musician