Bob Rusnak
Pittsburgh, Pennsylvania

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Portfolio
www.bobrusnak.com

EDUCATION

California University of Pennsylvania
Class of 2006

Bachelor's of Science, Graphic Design

SKILLS

End-to-end Product Design

Experience Strategy

UI/UX Design

Interaction Design

Visual Design

Information Architecture

User Research, Usability Testing

User Flows, Task Flows, Journey Mapping

Storyboarding, Wireframing

Prototyping

Sketching, Illustration

Branding, Identity, Copywriting

Design Systems, Style Guide, Pattern Library

Web Design, Development

HTML, CSS, Less.js

VR / AR Game Design & Development

3D Printing, 3D Modeling, 3D Environment Building

360° Photography, 3D Photography

Animation, Motion Graphics, Video Production

Creative Direction

Presentation, Storytelling, Communication

Empathy, Curiosity

Collaborative, Interpersonal/People

Management, Leadership

TOOLS

Figma, Sketch, Origami, Principle

InVision, Zeplin, Abstract, Mural, Miro

Photoshop, Illustrator, InDesign

Premiere Pro, After Effects

Cinema4D, Unity

Oculus, Vive, Google VR, Leap Motion

Brackets, Dreamweaver

Visual Studio, Xcode, WordPress

Jira, Confluence

Office 365, Keynote

WORK EXPERIENCE

Principal User Experience Designer
Thermo Fisher Scientific

September 2021 – Present

Lead UX Designer / Solution Owner
Thermo Fisher Scientific

June 2018 – September 2021 (3 yr, 4 mos)

- UX Solution Lead in driving product strategy and vision within the Customer and Identity area of Thermo Fisher Scientific's digital portfolio. Partnering with business leaders, Directors, Product Managers, Product Owners and Customer Insights my goal is to ensure the vision is distilled and executed to meet user expectations and strategy for B2C and B2B products within UX and various scrum teams.

- Oversee a global team of designers responsible for products and initiatives falling under the Customer and Identity portfolio. Providing guidance and direction towards the global UX strategy.

- Partner with leadership and the business for continued optimization of processes, best practices, team development, and support.

- Responsible for building out UX strategy at various fidelities of information architecture, concepts and prototypes to help convey MVP and North Star vision.

- Design Systems Lead, driving strategy, accessibility, design, and implementation of foundational and base UI components for all Thermo Fisher, Fisher Scientific, and Cloud products.

Senior UX Designer
Thermo Fisher Scientific

April 2017 – June 2018 (1 yr, 3 mos)

- Implement and introduce new enhancements and customer experiences for various persona-based digital properties and multibillion-dollar e-commerce websites.

- Leverage the UX lifecycle from project research and strategy to IA, UX, and UI design. Providing rich and valuable solutions based on VOC, usability results, and analytics for assigned products.

- Lead designer on global high priority projects and North Star initiatives. Supporting multiple projects with parallel timelines while overseeing appointed scrum teams.

- Developed and piloted processes for streamlining an improved collaborative workflow between UX, product, and scrum teams with Abstract and Zeplin.

- Represented UX at various offsite and onsite interviews subject for potential contract to hire agencies and vendors.

- Created the UX Manifesto to introduce the global UX team, define our guiding principles, best practices, and clear perception of UX value.

Senior UX Designer
Brunner BHiveLab

March 2016 – April 2017 (1yr, 2mos)

- Responsible for end-to-end UX and design on various enterprise, big data platforms and web applications for MARS and SEI.

- Designed VR and AR experiences, proof of concepts, and prototypes utilizing Cinema4D and Unity for the HTC Vive, Oculus Rift, Google Cardboard, Leap Motion, and Microsoft Kinect.

- Lead product design and guided development for various websites, mobile apps, innovative connected hardware, custom web applications, and second screen experiences.

- Created Gatorboard, the social media content aggregator that curates content from around the web into an awesome, engaging display.

- Lead UX Designer within the incubator. Mentoring, consulting, and working alongside startups moving their ideas from concept to commercialization.

LUMA Design Thinking Essentials

LUMA Practitioner of Human-Centered Design

LUMA Facilitator

ACHIEVEMENTS

1 Best of Show ADDY Award

7 Gold ADDY Awards

3 Silver ADDY Awards

3 Webby Awards

2 Renaissance Awards

Mylan Hackathon Runner-up

Outstanding Creative Courage Recognition

REFERENCES

Available upon request.

Senior Interactive Designer / Manager

Brunner B*Works

May 2013 – March 2016 (2 yrs, 11 mos)

- Collaborate effectively with leadership, project management, copywriters, designers, and developers to direct and create successful RFPs, award-winning campaigns, responsive websites, mobile apps, and interactive experiences.

- Lead creation and ideation for all end-to-end UX-related project deliverables - research, information architecture, interaction design, visual design, and quality assurance on projects.

- Handled multiple accounts and projects at a time bearing parallel project timelines and occasional diverse project deliverables.

- Determined appropriated UX tools and processes for streamlining improved collaboration between digital, traditional design, and development teams.

- Elected for and graduated from the Leadership Development program.

- Managed a growing Interactive Design team, conducted mid-year and year-end reviews, led applicant interviews, recruitment, and portfolio reviews.

- Responsible for project sign-offs before development and quality assurance before going live.

- Partnered with Account Directors and Project Managers to write Statements of Work and various project timelines.

- Developed the UX Task Force to educate internally the importance of UX and its methodologies, best practices, and processes for client projects.

Senior Interactive Designer / Manager

Moxie

May 2013 – March 2016 (2 yrs, 11 mos)

Lead digital designer with a direct report in the Pittsburgh office. In addition to creating microsites, mobile apps, and social marketing campaigns, I partnered with leadership and Creative Directors ideating and writing effective, successful digital RFPs for quality brands from diverse industries.

Interactive Designer

Moxie

September 2011 – February 2012 (6 mos)

Lead digital designer for all end-to-end UX related project deliverables for responsive websites, microsites, mobile apps, interactive social marketing campaigns, internal promotional video production, motion graphics, and traditional advertising.

Interactive Art Director

Brunner

July 2011 – September 2011 (3 mos)

Worked closely with project managers, copywriters, designers, and developers directing, and creating award-winning marketing campaigns, microsites and mobile applications for various B2C clients. This includes all end-to-end UX product deliverables and art directing designers on the team.

Interactive Designer

Brunner

July 2009 – July 2011 (2 yrs, 1 mo)

Responsible for the design and art direction of client projects and agency materials, accompanied by client-facing collaboration and project presentations.

Junior Interactive Designer

Brunner

May 2007 – July 2009 (2 yrs, 3 mos)

Where it all began...designing a variety of engaging and interactive experiences around customer needs and client goals. Through strong team collaboration, we designed several award-winning websites, microsites, mobile apps and more.