ROBERT ECKHARDT

PRODUCT DESIGNER, DIGITAL

STATEMENT

Hi, I am Bob and I have designed digital products for over 10 years. I love the possibilities of technology. My methods are based on proven industrial design practices and foundations.

EXPERIENCE

Product Design Manager, DEEP 6 AI, Pasadena CA, 9/2019 –

Responsible for all experience, workflow, interface, and graphic design for a clinical trial completion accelerator service powered by an artificial natural language processor.

ROLES—CONSULTANT, THOUGHT LEADER, CONTRIBUTOR, RESEARCHER, DESIGNER, MANAGER

Product Design Manager, Bluebeam Software, Pasadena CA, 7/2018 – 9/2019

Managing designer developing a Building Information Modeling (BIM) system and a Common Data Environment (CDE) for the global Architecture, Engineering, and Construction industry. Responsible and accountable for all experience, interface, and graphic design for an array of products and services which support the BIM and CDE initiatives. Lead researcher for all user studies and analytic analysis. Manage junior support staff.

ROLES—CONSULTANT, THOUGHT LEADER, CONTRIBUTOR, RESEARCHER, DESIGNER, MANAGER

Lead Product Designer - Freelance, ADP, Pasadena CA, 3/2017 – 7/2018

Servicing ADP's Added Value Service division. Designing B2B enterprise data management solutions. B2C task based SAaS solutions and marketing initiatives. Lead researcher and designer for all solutions.

ROLES—CONSULTANT, THOUGHT LEADER, CONTRIBUTOR, RESEARCHER, DESIGNER

Lead Product Designer - Freelance, The Walt Disney Studios, Glendale CA, 1/2016 – 2/2017

Working with product owners and engineers to design, create, support, and enhance internal software, systems, apps, and other enterprise digital services which support the studio's film making, marketing, and digital distribution efforts.

ROLES—CONTRIBUTOR, RESEARCHER, DESIGNER

ACHIEVEMENTS

- Established a rapid prototyping user focused design process.
- Developed and now manage user research infrastructure including but not limited: a user advisory panel; a study cadence schedule; a learnings and feedback log; and a research repository.
- Manage junior design staff and all external design and front-end engagements.

- Designed and developed three feature concept prototypes in one month
- Wrote test plans and conducted research interviews for three feature concept prototypes in London UK and Austin TX in one month
- Parsed and Analyzed data results from interviews in two weeks
- Manage and mentor junior design staff on project

- Optimized a responsive, touch friendly job applicant screener, increasing completion velocity by over 6 minutes on average
- Own, develop, and conduct research studies for all product design work for which I am responsible
- Strategic consultant for the development of a new line of products for ADP's tax incentive brokerage service

- Designed a new content management system by reverse engineering a pre-existing consumer product
- Designed an enterprise level, shared, consistent, digital asset management software for all divisions of the Walt Disney Company.

EXPERIENCE

Director of Experience, National Football League, Culver City CA – 2013 - 2016

Built and lead a team of UX designers, UX researchers, and product specialist. Managed relationships with external agencies to service all of NFL's and its 32 Clubs' owned and operated digital properties on all contemporary platforms and devices. Analyzed audiences and data, defined user needs, tracked and cataloged all research, created specifications, and generated artifacts, such as functioning prototypes, to define, test, and iterate user experiences for NFL fans, business owners, and support staff.

ROLES—MANAGER, THOUGHT LEADER, RESEARCHER, DESIGNER

Creative Director, Threespot, Washington D.C. – 2008 - 2013

Thought leader, mentor, and manger of a multi-disciplinary team servicing over a dozen accounts. Defined successful strategies for client projects including multimedia, print, identity suites, web sites, digital applications, and technology solutions. Gathered, defined, and clarified clients' business objectives and audience needs. Translated this understanding into presentations that defined the guiding creative vision that shaped entire projects.

ROLES—MANAGER, THOUGHT LEADER, CREATIVE LEAD

Design Lecturer, Experience Design and the Computer, American University, Washington D.C. – 2005 - 2008

With an emphasis on the processes that translate graphic design from an idea to a digitally supported experience. Included preparation of comprehensive sketches, planning, development, storage and distribution procedures. Prepared class lectures and quizzes. Developed a semester-long project to cover all aspects of experience design and development.

ROLES—TEACHER, MENTOR, THOUGHT LEADER

Product Designer + Principal, Division Space, LLC, Washington D.C. – 2005 - 2008

Principal, consultant, and creative lead for a boutique digital solutions practice. Defined successful digital strategies and integrated digital media solutions for a variety of renowned clients, including, AOL, the National Park Service, National Geographic, the Library of Congress, and the Kennedy Center.

ROLES— PRINCIPAL, CONTRIBUTOR, THOUGHT LEADER, CONSULTANT, DESIGNER, RESEARCHER

EDUCATION

American University, Washington DC
BA, Graphic Design + Digital Communication

ACHIEVEMENTS

- Introduced a user centered design process to NFL product team
- Increased Fan Engagement of NFL Mobile app from under 30 seconds per visit to over two minutes per visit
- Enhanced and aligned information architecture across all internet connected television platforms
- Designed a custom NFL focused, responsive, touch friendly CMS
- Launched a Fan Research initiative, interviewed hundreds of fans, tested dozens of products, and set up an onsite, state of the art UX research facility

- Launched a new display layer for 400+ park websites, four new digital content properties, a trip planning application, a new publishing model, a new CMS, and variety of employee focused intranet applications for the National Park Service
- Designed a publishing model and flexible display layer for the Fish and Wildlife Service's 400+ refuge websites
- Launched the first Brookings Institution Mobile Application for handsets and tablets

- Developed a new curriculum, reading list, projects, tests, and syllabus
- Taught over 100 students in eight semesters

- Designed and developed a router based parental control application for hardware partner presentations for AOL
- Created the prototype for MYLOC, a Library of Congress offsite digital addendum service for visitors
- Launched a new display layer and CMS for the National Park Service's 400+ Park Sites
- Defined and prototyped a variety of digital products of National Geographic's websites

SKILLS

Client Services / Creative Leadership / Mentoring / Executive Presentations

Product Design / Design Research / Rapid Prototyping / User Centered Design

Axure / Sketch / Adobe Suite / MS Office / HTML / CSS / Javascript