




BOB RUEDIGER

UX Designer

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 BobRuedigerJr@gmail.com

UX SKILLS

- User Research
- Information Architecture
- Wireframing
- Prototyping
- Interaction Design
- Responsive Web Design
- Usability Testing
- Design Systems
- Developer Handoff
- Human-centered Design

UX TOOLS

- Adobe Xd, Illustrator
- Figma, Figjam
- Optimal Workshop
- Usability Hub
- HTML, CSS

EDUCATION

User Experience (UX) Design Certificate

2020 - 2021

CareerFoundry • Online

B.A. • Geography - Tourism Impacts Research

2008 - 2012

California University of
Pennsylvania • California, PA

UX EXPERIENCE

User Experience (UX) Designer • Jack's Hockey Wax Tacoma, WA • 2021 - Present

- Lead UX research, interviews, surveys, and usability studies to inform wireframes, mockups, prototype, and final design of a new website to exceed quarterly sales goal by over 300%
- Work closely with marketing team to create brand consistency across social media and online marketing campaigns to increase social media-driven website traffic by 182% in two months
- Injected design thinking processes into manufacturing and purchasing systems to reduce production costs by 50% and raise profit margins by 26% per unit
- Conduct industry research to stay up to date on best practices and UI trends in the e-commerce space to increase average overall web traffic by 847%

User Experience (UX) Designer • Freelance

Tacoma, WA • 2020 - Present

- Provide design solutions for B2B (Magiclean) and B2C (Scope, "The Ladder Rail") products to increase online presence and grow customer base for seven clients in two years
- Collect and analyze average of 300 qualitative data points during User Research phases to inform and defend design decisions
- Work cross-functionally with developers and UI designers to create consistent elements which can be implemented seamlessly into existing and innovative designs to appeal to various audiences

WORK EXPERIENCE

Field Interviewer • Westat

Tacoma, WA • 2022 - Present

- Coordinate with participants to conduct government-sponsored CAPI, CATI, and CAVI surveys related to health care expenditure in American households

AI Data Analyst • Transperfect

Prague, Czech Republic • 2020 - 2021

- Worked closely with product managers and engineers to translate complex ideas and processes into understandable guidelines to help my team improve features of AI products

English Teacher • Multiple Schools

Seoul, South Korea / Prague, Czech Republic • 2015 - 2020

- Understood collective and individual needs, and staying informed on best practices to consistently graduate at least 60% of students to "advanced" classes and gain "Head Teacher" status in South Korea