

KEITH HOBIN

UX Designer,
Information Architect,
& User Researcher

Philadelphia, PA | (973) 337-2646 | Hello@KeithHobin.com | www.KeithHobin.com

User Experience Professional with a Strong Technology Background

Able to consistently create order out of chaos, find deep insights, and create user-focused experiences while still meeting demanding business needs.

Key Skills

Discovery: Research Test Plans | Participant Screeners | Discussion Guides | Stakeholder Interviews | In-Depth Interviews | User Testing | Prototype Testing | Card Sorting | Affinity Diagrams | Journey Mapping | Survey Creation

Experience Strategy: Usability Audits | Competitive Analysis | Personas

Experience Design: Site Maps | Wireframes | Prototypes | Process Flows | User Journeys | Functional Specifications

Software: Adobe Creative Suite | Omnigraffle | Axure RP | Morae | Snagit | Camtasia Studio

Professional Experience

Razorfish Health | Philadelphia, PA

Experience Architect, 2014 – Present | **User Experience Associate**, 2013 – 2014 |

User Experience Associate (Contract), 2011 – 2013

Act as a trusted expert that helps colleagues and clients find the right solution to their problems using user-centered design techniques and technology

- Prepare experience strategy briefs, usability audits, competitive landscapes, and user personas to help inform the design process
- Perform site audits and construct content maps to ensure logical information architecture
- Create wireframes and prototypes to document key design tenets and layout of proposed websites and mobile apps while adhering to usability best practices
- Develop functional and user interface specifications for projects
- Facilitate user research, site testing, and analysis of data
- Provide oversight to visual design and copy teams
- Provide oversight and direction for other UX team members in both the US and EU
- **Concierge Medicine Website Redesign:** Lead UX design and user research work for a concierge medicine company's website
 - **Requirements Gathering:** Designed the exercises and helped lead a 1.5-day requirements gathering and user journey workshop as part of the project's discovery effort at client's site, with over 15 client attendees, including the CMO and CTO
 - **Experience Strategy:** Contributed to the project's experience brief with the creation of a competitive audit, updates and enhancement to client-provided target user personas, and definition of key experience principals
 - **Experience Design:** Lead UX design and research work for the website redesign, including remote moderated prototype testing, information architecture testing, and an online focus group for design concept testing
 - Created sitemap, interactive prototype, research plans, research participant screeners, research moderator guides, and research findings presentations
 - **Lead Generation Optimization:** Optimized the client's marketing landing pages, resulting in a 30% conversion increase
- **Long-Term UX consulting:** Provided UX strategy, design, and research consulting for a Fortune 500 Retailer for various website and multi-platform mobile app projects over six year period
 - **Website Redesign:** Design the initial IA and UX for the relaunch of client's website, and wrote parts of the functional specifications, resulting in a 326% increase in registrations, and 139% increase in user logins
 - **Mobile App:** Worked on V1 to V4 of the client's mobile app, including redesign of the store locator and photo ordering experience

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Professional Experience (continued)

- After V3, all updates targeted 4 device types (iPhone, iPad, Android phone, Android tablet)
- **Loyalty Program Enhancements:** Lead UX design and creative effort for overhaul of digital loyalty program integration, for partnership with a Fortune 100 financial services company
 - Included updates to client's registration processes, online dashboard, eCommerce pages (including checkout process), and mobile app
 - Created research proposal and test plan to further improve the usability of the registration processes
 - Performed user research and prepared analysis and insights reports for future loyalty program experience enhancements
- **Savings Kiosk Updates:** Redesigned interface of an in-store savings kiosk to support digital couponing in addition to printed coupons, as well as the new multi-retailer loyalty program
- **Global Responsive Framework:** Designed elements and specification for a Fortune 50 client's responsive global website framework used for client's global consumer brands websites
- **Prescribed Mobile App:** Designed a "prescribed" mobile app for patients with ADPKD that allows the user to track and receive reminders about their medication regimen, water intake, test results, and medical appointments in a "digital notebook"; along with providing helpful resources

Digitas Health | Philadelphia, PA

Associate Interaction Designer (Internship), Sept. 2010 – Mar. 2011

Gain experience in pharmaceutical advertising and interactive agency work process

Conference Presentations

VR Demystified: Delivering Experiences Beyond the Screen

UXPA 2016 (Seattle)

- Co-presenter on the history of VR, the current state, and provided a live demonstration using an audience volunteer while real-time measurements of their heart rate was displayed, showing that even the simplest VR experiences can trick the mind and transport the user to a new place

Awards

Web Health Merit Award for Janssen's Progress with Me

Dec. 2014

- Gamified tracking experience for people with schizophrenia and their care team

Web Health Merit Award for Rite Aid Mobile App

June 2013

- Allowed Rite Aid customers to manage & refill their prescriptions, and view their loyalty program & savings information

Professional Memberships

- User Experience Professionals Association (UXPA) 2013–Present

Education

Drexel University, College of Information Science and Technology (iSchool)

Bachelor of Science in Information Systems | Business Administration minor

Course Highlights: Human Computer Interaction | Information Architecture | Research Methods | Server Administration | Database Design | Project Management | Technical Communication | Organizational Behavior