

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 that provide value while still meeting demanding business needs.

Key Skills

Discovery: Research Test Plans | Participant Screeners | Discussion Guides | Stakeholder Interviews | Requirements Gathering | 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 | Axure RP | Omnigraffle | Morae | Snagit | Camtasia Studio

Professional Experience

Razorfish Health | Philadelphia, PA

Senior Experience Architect 2017 – Present | **Experience Architect**, 2014 – 2017 |

User Experience Associate, 2013 – 2014 | **User Experience Associate (Contract)**, 2011 – 2013

Lead the UX capability at a health and wellness digital marketing agency. Help brands provide value to health care professionals and their patients using user-centered design techniques.

- Prepare experience strategy briefs, usability audits, competitive landscapes, user personas, and user & business requirements, 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, website and mobile app usability 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 (from 2013–2014) the EU
- Successfully completed “Emerging Managers” professional development program, currently enrolled in “Mission 650” executive professional development program
- **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 37% conversion increase
- **Conference Scheduling Tool:** Lead functional requirements gathering and UX design for the “Executive Encounters” scheduling tool, coordinating ~150 meetings between Key Opinion Leaders in Oncology and a Client’s marketing and medical teams. Designed, developed and launched a MVP in less than two months.

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Professional Experience (continued)

Currently working on updates for use at future conferences.

- Pitch/Scoping: Created initial screenflow and concept sketches to sell work to client and create shared understanding of the required solution
- Requirements Gathering: Lead requirements with scheduling team to understand their current workflow, and information that we needed to be able to track for reporting
- Experience Design: Created an Axure prototype and Screen Flows to demonstrate functionality
- Development Oversight: Oversaw Business Analyst to document full functional requirements and QA test cases and Graphic Designer
- **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, including a full website redesign resulting in a 326% increase in registrations, and 139% increase in user logins, and the launch of an award-winning mobile app for iOS and Android
- **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