Drew Roberts

Product Designer

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Experience

Publix   **UX Lead Designer**   2021 – Present

• Led the discovery and design of Publix's AI solution, 'Aurora,' to optimize workflows and enhance efficiency for corporate and store employees.

• Spearheaded the modernization of Publix's outdated 90's mainframe system, consolidating 10+ systems into a single cohesive user experience.

• Streamlined Publix's tax system, enhancing workflows to achieve a 98% reduction in task completion time and simplify the process by eliminating 40% of the steps.

• Reduced the current new item intake process by over 50%, saving both Buyers and Vendors valuable time and minimizing errors in the warehouses.

• Implemented a lean design strategy, enabling the teams to overcome biases, challenge preset solutions, and champion discovery as we transitioned away from conventional waterfall methods.

• Organized and executed design workshops, encouraging cross-team collaboration and improved project alignment.

• Streamlined Publix Deli workflow by replacing paper-based intake with a digital application on monitors, navigated via a bumbar, enhancing efficiency and accuracy.

CareerFoundry   **UX Student Mentor (Part-Time)**   2021 – Present

• Collaborated with tutors, actively mentoring up to 10 students simultaneously.

• Facilitated course progression, ensuring students and tutors stay on track.

• Delivered constructive feedback through written critiques, video annotations, and weekly virtual meetings.

• Guided students in developing professional portfolios, honing interview skills, and crafting impactful resumes.

• Evaluated and endorsed student projects, providing actionable insights for enhanced outcomes.

Walmart   **Senior UI/UX Designer**   2021

• Crafted a new wishlist feature that expanded across walmart.com, walmart international, and native apps.

• Proposed and crafted new design patterns that were adopted into Walmart's new upcoming Design System, Walmart Glass.

• Facilitated a team-wide shift from Sketch to Figma that included migrating files and leading lunch-and-learn sessions.

• Created a web and mobile app experience that allows users to purchase back ordered items or become notified when the item is back in stock.

Contact

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www.itsmedrew.com

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Specialties

Lean & Agile UX Strategy

Mentorship & Coaching

Cross-Functional Collaboration

Rapid Prototyping

Design System

Quantitative & Qualitative Research

Stakeholder Communication

AI Platform Design

Design Studio Facilitation

Coding

HTML / CSS

Vanilla Javascript (Intermediate)

React (Intermediate)

GIT

jQuery

WordPress (Rest API)

Education

Keiser Univerity

2009 - Associate of Arts in Computer Graphics & Design

My Awards

2020 - **Employee of the Month** It Works!

2018 - **Most Creative Hackathon** It Works!

2015 - **Just Do It Award** MoneyShow

2014 - **Team Leader of the Year** MoneyShow

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Experience (Continued)

Nextech   **Senior UI/UX Designer**   2020 - 2021

• Partnered with Engineers and Project Managers to spearhead the design evolution of Nextech's consumer-focused patient portal.

• Strategized and executed the conversion of legacy Sketch libraries into a unified design system supporting 11+ products.

• Pioneered workshop methodologies across cross-functional teams, bolstering productivity and fostering enhanced collaboration.

• Orchestrated routine software demos and user testing sessions, ensuring clientcentric validation and feedback collection.

• Championed professional growth of peer designers through weekly mentorship sessions, goal setting, in-depth work reviews, and sharing industry insights.

It Works! Global   **Lead UI/UX Designer**   2015 - 2020

• Led the design for several iOS and Android apps, eCommerce platforms, marketing pages, and customer portals.

• Overhauled the customer loyalty program that dramatically increased memberships and reduced cancellations after three months.

• Pinpointed and designed upsell channels throughout the online buying experience to increase average order value.

• Facilitated design sprints and brainstorming sessions with key stakeholders to set business objectives and maintain project direction.

• Led and expanded a top-notch design team supporting various agile projects.

• Ran user tests and customer surveys to pinpoint issues, validate concepts, and shared insights with the business.

• Established a design system for consistent deployment across web and app platforms.

• Designed and developed product launch campaigns to generate marketing leads.

Thanks for your consideration 👏🏻, chat soon?