

# Robert Haverly

(802) 488-0971

<http://roberthaverly.com>

[roberthaverly@gmail.com](mailto:roberthaverly@gmail.com)

## EXPERIENCE

### **Looplist, Denver, Co — Director of Product Design**

JUNE 2016 - PRESENT

Looplist, is an AI-powered social shopping platform, I worked alongside the COO and CEO to create and lead the product strategy. I held a key role in building out the design and development teams, and worked to conceptualize, prototype, design, and oversee the development of the web app and native mobile apps.

**Primary skills used:** Design strategy, product strategy, iOS design, creative direction, native prototyping, ui animation, team leadership, investor pitching and presentations, project management, ux wireframing, engineering and development oversight

### **Mustbin, Boston, Ma — Creative Director-Contract-**

SEPT 2015 - MAY 2016

As the Contract Creative Director for Mustbin, a hyper-secure storage solution for your mobile life, I led the branding and design initiatives for the company's mobile apps. They've since been acquired by Life Site.

**Primary skills used:** Branding, design thinking, iOS design, prototyping animation, ux wireframing

### **Octopus Creative, Santa Cruz, Ca — Assoc. Creative Director**

FEB 2014 - AUG 2015

As the Associate Creative Director, I managed client work and strategy for projects ranging from smaller local startups, to conceptual design and technology work for Google.

**Primary skills used:** Team management, client relations and management, creative direction, pitching and presentations, project management, responsive web design, iOS design, android design

### **One ID, Austin, TX — Creative Director-Contractor**

SEPT 2013 - JULY 2014

As the contract Creative Director, I worked with oneID for about a year with a (rockstar) team of developers in Austin, getting the mobile and web products ready to launch on <https://oneid.com>. UX challenges included

## SKILLS

Product strategy, Design Thinking, User Interface Design, User Experience, Wireframing, UI Animation, Rapid Prototyping, Creative Direction, Design Management, User Testing, Iterative Design, User Journeys, iOS Design, Android Design, Client Management, Product Ownership, HTML, CSS, JavaScript, FramerJS, Sketch, Adobe Illustrator, Adobe Photoshop, InVision, Principle, Wearables, IOT, Chatbot UX, InfoSec, Product Ideation and Conceptualization

## Digital Presence

[Twitter](#)

[Dribbble](#)

[Linked In](#)

[Instagram](#)

[Website](#)

gaining user trust in the often misunderstood space of password management and personal security. It required clean messaging, a comfortable but professional product suite, and drastically reducing friction points.

**Primary skills used:** Creative direction, design thinking, iOS design, responsive web design, ui animation, ux wireframing, copywriting, HTML, CSS

### **PayPal, Boston, Ma — *Mobile Design Lead***

OCT 2012 - JAN 2014

In 2012, PayPal began their endeavor to respond to Square's mobile payment system. I lead a team of 6 others to bring this from a good idea to a product with over 15,000,000 downloads between iOS and Android, with a strong 4.5 star rating in both stores. The design and UX challenges were plentiful, but the reward of bringing PayPal payments to small businesses who would benefit most from it made every struggle worth it.

**Primary skills used:** iOS design, android design, responsive web design, design strategy, user testing, team leadership

### **EF Education First, Boston, Ma — *User Experience/UI Design Lead***

OCT 2011 - OCT 2012

**Primary skills used:** UX wireframing, ux prototyping, HTML, CSS, user testing, iOS design, responsive web design

### **Dealer.com, Burlington, VT — *Interactive Designer***

JULY 2010 - SEP 2012

At Dealer.com, I worked with a relatively small team of designers and developers on high-traffic, large inventory websites specific to the automotive inventory. Responsibilities included designing within marketing guidelines for high-end brands like Audi and BMW, working directly with developers to communicate design and interaction goals, and leading the Audi design project.

**Primary skills used:** Responsive web design, iOS design, marketing materials, client management, HTML, CSS

### **Propeller Media Works, Burlington, VT — *Interactive Designer & Front-End Developer***

JAN 2007 - FEB 2009

At the time, Propeller Media Works was one of the leading interactive agencies in the Northeast. As a result, we ended up working primarily with clients in New England's main source of revenue: ski resorts and tourism.

My role involved discovery with clients to find out their needs and then recommending solutions. I did both design and development and created mobile-conscious websites for resorts like Stowe, Jay Peak, Killington,

and others.

**Primary skills used:** Responsive website design, HTML, CSS, PHP, JavaScript