

ROB RHYNE

Product manager, user experience designer and developer with with over a decade of experience producing web applications and interactive experiences.

Adept at arranging the marriage of business objectives, budget and user delight.

EXPERIENCE

7/2014 - 12/2016 | **PacketSled** - *Network Security*

Director of User Experience

Lead the design and usability efforts required to transform a prototype into an enterprise grade product offering. Designed the customer experience path from lead generation to proof of concept, onboarding and support.

- Conducted user research to discover customer goals, challenges and workflows
- Created wireframes and high fidelity interactive prototypes
- Conducted usability tests through all phases of feature design & development
- Implemented program to measure impact of features via analytics and user feedback
- Conceived and designed product features to meet business & user objectives
- Wrote user stories to define expected behavior of features
- Designed innovative data visualizations to help customers understand network data
- Designed product features to meet customer needs
- Design social, email and web marketing collateral
- Developed product features utilizing Node.js, Knockout.js, node.js, HTML & CSS
- Implemented a sales engineering process to shorten sales cycle & improve conversions
- Developed a basic training program to trained sales reps and engineers
- Implemented CRM workflow to capture key opportunity metrics
- Wrote, designed and delivered presentations at trade shows
- Wrote copy for marketing materials including the website, print and email marketing
- Wrote and maintained product documentation

5/2012 - 7/2014 | **Orderoso** - *Order Management Startup*

Co-Founder

Co-created a company from concept to seed round, to 14k in monthly recurring revenue. Tasks included marketing, sales, product design, development and support.

- Co-created business plan, pitch decks and pitched investors
- Conducted user research to capture workflow and business rules of clients
- Managed product roadmap
- Designed mobile and web applications
- Lead a team of five developers in the development of product features
- Contributed to the development of web application
- Designed and lead development of a cross platform mobile application
- Lead sales and marketing efforts

2006 - DECEMBER 2013 | **Rob Rhyne MultiMedia**

Owner

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SKILLS

- UX/CX Design
- Product Design
- Wireframe/Prototyping
- Product Management
- User Interface Design
- Customer Development
- User Research
- Frontend Development
- Sales Engineering
- Backend Development
- SaaS Management

SOFTWARE

- Adobe Photoshop
- Sketch
- Adobe Illustrator
- Balsamiq
- Pencil, Paper & Ink
- A/B testing platforms
- Jira / Wrike
- Office (W, XL, PP)
- Git
- ° Invision

LANGUAGES

- HTML/CSS
- PHP
- Javascript
- MySQL
- Bash
- ° Python

FRAMEWORKS

- Yii2 (php)
- Knockout.js
- jQuery
- node.js
- Titanium
- Vue.js
- ° React

Legend:

- Expert
- Novice
- ° Desired Skill

Lead a team of up to 10 contract designers and developers in the design and development of a wide range of multimedia services for clients such as MedNeutral, TaylorMade adidas Golf, SafeRack Loading Technologies and SpaceGuard Products.

Projects included 3d product configuration tools, video production, print collateral and web marketing ranging from website design and development to CPC and social marketing campaigns.

EDUCATION

Savannah College of Art & Design
Savannah, GA
BFA - Computer Animation
MFA - Art History

- Interviewed sales prospects to discover project requirements
- Lead developers in creating estimates based on project requirements
- Created proposals including scope, quote and timeline
- Negotiated proposals with prospects to meet scope, budget and timeline
- Interfaced with client on all matters
- Lead weekly sprint meetings
- Created user stories from project requirements
- Ensured timely delivery of project
- Crafted UX from wireframes to final design
- Implemented frontend user interface designs in a variety of platforms: iOS, Unity3d, web, etc.
- Implemented backend development tasks ranging from database design to implementation of application in the Yii php framework.
- Performed QA testing on web and mobile projects to ensure quality of deliverables

2006 - 2009 | **Popling** - *e-Learning Startup*

Founder, Designer, Developer

Popling was a passive learning platform which presented users with a flash card every 5 minutes via a desktop notification. The service was featured on LifeHacker and grew to 20,000 users in less than a year.

2004 - 2006 | **Taylormade adidas Golf** - *Global Sports Brand*

Global Creative Director, eMarketing

Began as a contract Flash developer and ended as Global Creative Director, eMarketing. Responsibilities included directing the creative efforts of an in house team as well as contracted agencies. I routinely worked with the Creative Director, V.P. of Marketing and and product engineers to define creative strategy for the e-Marketing efforts of products such as the adidas golf 360 shoe and Taylormade Golf r7 driver.

2001 - 2004 | **Freelance Designer and Developer**

Developed multimedia applications for clients including companies in insurance, industrial safety, health care, biometric security, audio visual and retail markets.

2000 - 2001 | **Quadrophenic Productions LLC** - *Multimedia Agency*

Co-Founder / Designer & Developer

Co-Founded a four person multimedia agency focused on interactive CDROMs and websites. Responsible for design, development and quotation of projects.