**Robert Grasso**

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**PROFILE:**   **UX & UI Designer**
User-centered experience and visual design professional specializing in creative, team-oriented solutions.
- Several years of experience with embedded touch, browser-based responsive, and mobile app UX design.
- Collaborate with customers, product management, marketing, and development to transform requirements into user-friendly applications.
- Edit behavioral documentation, provide hands-on HTML5 and CSS3, and illustrate image assets. Leverage Adobe and Microsoft suite of products, as well as Axure and many others.

**EXPERIENCE:**

**2013 – Current**   **User Experience Design Lead**
**XEROX, Webster, NY**
- Collaborate with product management and development organizations to provide UX designs and behavioral specifications for Xerox multi-functional devices with embedded touch interfaces, Web enabled applications, and mobile apps.
- Projects include native embedded UIs, custom branded interface designs for large retail customers, and several specialized Xerox ConnectKey enabled apps.
- Awarded several design patents for work related to the Xerox Instant Print Kiosk.

**2006 – 2013**   **User Experience Design Contractor**
**ROADNET TECHNOLOGIES, Towson, MD**
- Lead an initiative to design the MobileCast Ontrack iOS app that tracks mobile fleet resources and related data.
- Responsible for workflow, screen layout, visual design elements, and Apple iOS Human Interface Guidelines compliance.

**PAYCHEX, Webster, NY**
- Created wireframe and screen behavioral requirements for the Paychex "Next Generation" payroll app.
- Work with product/operations experts and business analysts to design intuitive and user-friendly screens.
- Collaborate with other UX team members, developers, and test engineers to provide highly detailed wireframe and screen behavioral requirements documentation for development and QA testing.
- Observe user testing and collaborate with usability experts, provide alternative solutions to improve the user experience.
- Contribute to product wide UX standards and pattern documents.

**OPENTEXT, Baltimore, MD** *Formerly Metastorm Inc.*
- Provide user experience direction and UI elements including HTML and CSS for existing products and POCs. Interpret product requirements, identify personas, clarify use cases, and illustrate wireframes.
- Primary UI designer for the Smart Business Workspace POC, a Silverlight mash-up of Metastorm products.
- Contribute UI elements and direction for Metastorm BPM application version 9, a leading process management application with client and Web-enabled interfaces.
- Refactored UI interaction process to improve UI designer and developer collaboration focused on user centered design.

**FIRST NIAGARA BANK, Rochester, NY**
- Design a new user experience and visual interface for a revised on-line benefits enrollment application.
- Collaborate with product management and development to improve the user experience visual design.
- Provided wireframe and full color screen design documentation as well as image assets and CSS.

**1998 – 2005**   **WORKSTREAM INC., White Plains, NY** *Formerly ProAct Corp/CFN and iExpert*
**User-Interface Manager [2000 – 2005]**
- Lead and provide direction to a team of HTML coders, graphic designers, and front-end developers.
- Communicate with product managers, developers, and clients to determine UI requirements and provide solutions for custom branded Web-client browser-based applications.
- Build interface prototypes with HTML, CSS and JavaScript as well as provide wireframe and workflow diagrams for new and existing applications.
**Senior Graphic Designer, iExpert [1998 – 2000]**
- Design and implement client branded interfaces using iExpert's proprietary knowledge management application.
- Responsible for iExpert's promotional materials including electronic media and print.

**1994 – 1998**   **NORTH COUNTRY MEDIA, Stamford, CT**
**Lead Animator and Graphic Designer**
- Business communications designer responsible for broadcast and corporate video graphics, Web sites, and CD-ROM's.

**1990 – 1994**   **VISUAL SERVICES INTERNATIONAL, South Norwalk, CT**
**3d Artist/Animator and Video Graphics Designer**
- Design and implement animations and graphics for corporate videos, interactive interfaces and electronic presentations.

**EDUCATION:**   **SOUTHERN CONNECTICUT STATE UNIVERSITY**
Bachelor of Arts in Graphic Design; Minor in Computer Science