

Isaiah J. Robinson

Strategic Design Leader

857-701-5405 | me@ijr.design | ijr.design

Summary

Over seven years of experience leading cross-functional teams and delivering impactful experiences for Fortune 500 companies. Technically skilled, user-focused, and passionate about utilizing design to drive business impact and shape the future of the digital world.

Expertise

Core Skills

UX Strategy
Heuristic Evaluations
Product Design
Interaction Design
Design System
Visual Design
Stakeholder Management
Cross-Team Collaboration
Project Management

Tools

Figma
Photoshop
Illustrator
After Effects
Aero (AR)
Premiere Pro
LLM
HTML
CSS
Javascript
Lottie

Education

Connecticut College

B.A. in Economics, Art
Class of 2018

Ideo U

Human-Centered Strategy Certificate
Expected Completion : August 2025

Interaction Design Foundation

Certificate in Human-Computer Interaction
Completed August 2024

Work Experience

JP Morgan Chase & Co.

VP, User Experience Design Lead
January, 2024 - Present (Full-Time)

UX Lead within Chase's Lending Innovation team, leading strategic initiatives across the Card Installments and Alternative Lending verticals

- Collaborate with cross-functional partners (including Product, Research, Content, Tech) to help define product strategy, aligned to user needs and business goals
- Lead design activities and creation of UX artifacts for web, mobile and omnichannel experiences, working in close partnership with content designers and UX researchers
- Manage associate team members on strategic workstreams, providing feedback and guidance through complex initiatives

Comcast - Xfinity

UX Designer III
November, 2021 - January, 2024 (Contract)

Senior UX/UI designer for Xfinity's WiFi products and initiatives, applying design thinking methodologies to shape next-generation experiences.

- Led UX/UI design of the Storm-Ready WiFi native app experience, aligning design vision with business and user goals
- Organized and facilitated cross-functional design workshops to drive alignment and ensure quality outputs
- Presented and defended design decisions to product owners and C-suite executives, securing buy-in and support
- Designed an AR-based WiFi visualizer concept, producing high-fidelity prototypes informed by research and user flows

Sanctuary Ventures Inc.

Lead UX/UI Designer
March, 2022 - October, 2023 (Freelance)

Led the redesign of Sanctuary's mobile app and established the company's first design system to scale its digital ecosystem.

- Delivered an end-to-end app redesign and created the Sanctuary Design System, leading to a 135% increase in conversions
- Mentored junior designers and fostered a collaborative, agile design environment
- Collaborated with product owners, creative directors, and C-suite stakeholders to align visual direction with business goals and ensure consistency across all platforms

HP Inc.

Product Designer
March, 2021 - November, 2021 (Contract)

Led UX/UI design for HP's cloud-based IT solution, HP Connect, focused on enterprise device management.

- Owned end-to-end product design for HP Connect, aligning UX with Microsoft Endpoint Manager integrations
- Presented and justified design decisions in weekly stakeholder reviews with marketing, product managers, and engineering
- Co-created a custom design library with visual designers to support scalable implementation across project needs

Isaiah J. Robinson

Strategic Design Leader

857-701-5405 | me@ijr.design | ijr.design

Summary

Over seven years of experience leading cross-functional teams and delivering impactful experiences for Fortune 500 companies. Technically skilled, user-focused, and passionate about utilizing design to drive business impact and shape the future of the digital world.

Expertise

Core Skills

UX Strategy
Heuristic Evaluations
Product Design
Interaction Design
Design System
Visual Design
Stakeholder Management
Cross-Team Collaboration
Project Management

Tools

Figma
Photoshop
Illustrator
After Effects
Aero (AR)
Premiere Pro
LLM
HTML
CSS
Javascript
Lottie

Education

Connecticut College

B.A. in Economics, Art
Class of 2018

Ideo U

Human-Centered Strategy Certificate
Expected Completion : August 2025

Interaction Design Foundation

Certificate in Human-Computer Interaction
Completed August 2024

Work Experience

Lokavant

Visual Designer
March, 2021 - December, 2022 (Contract)

Designed branded digital assets and maintained Lokavant’s web presence.

- Collaborated with the product team to create web-ready assets consistent with Lokavant’s brand identity
- Designed and managed ongoing updates to the company’s marketing site

Terra Digital, Inc.

UX/UI Designer
June, 2020 - March, 2021 (Freelance)

Supported design system and app experience efforts across native and social platforms.

- Led the development of Terra’s design system and brand identity across digital products and channels
- Collaborated with fellow designers to define app user flows and workshop experiences aligned to user needs
- Facilitated weekly cross-functional stand-ups to prioritize sprint goals and deliverables

Appleseed Consulting

Design Associate
April, 2019 - March, 2020 (Contract)

- Designed three case study templates to be used for client meetings
- Enhanced wordmark and logo of Appleseed brand to enhance brand recognition
- Developed a brand identity package to be used across all Appleseed Consulting collateral, including custom iconography and type combinations

KSA Marketing + Partnerships

Brand Coordinator - Design Lead
September, 2018 - September, 2019 (Full-Time)

- Led digital design for mobile and web experiences across six regional and national clients, including SEO, buyflows, and product pages
- Created social campaigns for a global nonprofit gala that raised \$2M and boosted engagement by 30%
- Managed PepsiCo’s global partnership initiatives, including toolkit design and campaign delivery