ROBERT LICHTER

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25383 W Cedar Crest Ln, Lake Villa, IL 60046

EDUCATION

Bachelor of Science - Digital Arts and Design, 2008

Full Sail University, Winter Park, FL

TECHNICAL SKILLS

UX - User Experience

Adobe Creative Suite (Illustrator, Photoshop, Dreamweaver, InDesign, Premiere and After Effects), Balsamiq, Axure, HTML/XHTML, CSS, PHP, MySQL, XML, JavaScript, Final Cut Pro, 3D Studio Max, Search Engine Optimization (SEO), Social Media Management, Google Analytics, Microsoft Teams, Microsoft Visio, Microsoft Office 365, ClickUp, JIRA, Silverback, Zoom Video Conferencing, and GoToMeeting Conferencing.

EXPERIENCE

Streamline CPQ, Madison, WI

www.streamlinecpq.com

Senior UX Designer (Streamline CPQ)   **September 2021 - Current**

- UX lead resource and created detailed UX SOW's for CPQ cloud clients.
- Attended weekly team meetings for product roadmaps, marketing materials and compiled customer data.
- Primarily used Axure to build interactive prototypes, Balsamiq and Microsoft Teams for virtual whiteboarding, and Adobe Illustrator, Photoshop, & Dreamweaver for mockups.
- Created advanced walkthroughs, wireframes, and style guides for client implementations.
- Conducted UX Deep Dives and UX Review sessions with key customers. I would record the results and document solutions with detailed mockups to share with the client.
- Created custom assets, icons, and style guides for UX team collaboration and consistency.
- Analyzed current trends to identify usability patterns for the teams to share in Microsoft Sharepoint.

REweb Chicago, Chicago, IL

www.rewebchicago.com

Freelance Front End Designer and Developer   July 2008 - Current

- Wireframed, designed and delivered graphics utilizing the Adobe Creative Suite for every client.
- Coded in multiple programming languages (HTML, CSS, PHP, and MySQL) on all sites.
- Collaborated face to face with every client for project requirements with detailed prototypes and mockups.
- Lead and created client presentations to communicate a unique user story and user experience.
- Designed and developed a custom CMS platform for client and employee communications.
- Lead graphic designer for all graphics prioritizing vector images for branding and printing purposes.
- Created and budgeted client proposals for each contract.
- Optimized customer websites for Search Engine Optimization (SEO) by updating keywords, meta tags and revising text on multiple web pages.
- Used Google Analytics to oversee user retention and engagement for every client and internal website.

Oracle - CPQ Cloud, Deerfield, IL

www.oracle.com

Senior UX Designer (Oracle - CPQ Cloud)   **July 2012 - March 2019**

- UX Project lead resource for the quarterly releases of Oracle's CPQ (Configure, Price, Quote) Cloud.
- Reported to the UX Manager daily, and also attended daily SCRUM team meetings within an Agile environment. These SCRUM teams included a Product Manager, a dedicated Developer team, a dedicated Quality Assurance team, and myself as the lead UX Resource.
- Attended weekly Product Management team meetings to create product roadmaps and compared customer data to ensure the best user experience.
- Primarily used Axure to build interactive prototypes, Balsamiq and Zoom for virtual whiteboarding, and Adobe Illustrator, Photoshop, & Dreamweaver for mockups for each release.
- Created advanced walkthroughs, wireframes, and style guides for Product Managers, Software Development, Quality Assurance, and Sales teams to ensure quality and consistency of each release.
- Worked with Quality Assurance teams in test release environments to file and resolve bugs ensuring the quality is what was originally proposed by Product Management in our Functional Requirement Documents.
- Personally called key customers and conducted UX Reviews and User Testing sessions with custom Axure interactive prototypes. I would build the prototypes and record the results then document them within Oracle's Confluence site for the Oracle CPQ teams to share. This directly improved our customer satisfaction within the Oracle CPQ Cloud product.
- Prioritized projects aimed at making each quarterly release a better user experience for existing Legacy customers and visually compelling and intuitive for new customers.
- Led and scheduled group meetings with User Experience deliverables to educate Oracle teams of new patterns and designs being used in the upcoming product releases.
- Created custom assets of our patterns, icons, and style guides for UX team collaboration and consistency.
- Analyzed current trends to identify usability patterns and documented them in Oracle's Confluence site for other Oracle teams to share.

SK Intertainment, Chicago, IL

www.skintertainment.com

Web Designer   **May 2011 - April 2012**

- Designed and created graphics utilizing the Adobe Creative Suite.
- Designed, created and hard coded niche web pages in multiple programming languages.
- Maintained and updated front end graphics on multiple web pages on a daily basis.
- Designed and created custom banners for affiliates and other promotional purposes.
- Created custom emails for promotional purposes and tested for errors in all email browsers.
- Optimized keywords, meta tags, and revising text on multiple web pages for Search Engine Optimization.
- Provided immediate response to client communications and helped troubleshoot any web related issues.

Direct Hit Solutions, Libertyville, IL

www.directhitsolutions.com

Lead Web Designer   **November 2008 - June 2010**

- Acted as the project manager and UX lead for all web and design related projects.
- Wireframed, designed and created graphics and mockups utilizing Adobe Creative Suite for multiple clients.
- Developed and tested websites in multiple programming languages (HTML, CSS, PHP, ASPX, Javascript, and Actionscript).
- Managed Social Media Client accounts by keeping their social networking sites updated daily and distributed weekly reports with detailed statistics and overviews of activity.
- Animated viral videos and created storyboards for internal use and a variety of clients.

- Created storyboards, filmed and managed video editing for multiple client projects. Often entailed filming projects using a green screen.
- Optimized websites for Search Engine Optimization by updating keywords, meta tags and revising text on multiple web pages for multiple clients.
- Provided clients with support and documentation style guides to ensure quality of each project.