



## 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

Primarily use Balsamiq, Axure, and Adobe - Illustrator, Photoshop, & Dreamweaver. Also use Adobe - InDesign, Adobe - After Effects, & Adobe - Flash, HTML/XHTML, CSS, PHP, MySQL, XML, JavaScript, Final Cut Pro, 3D Studio Max, Search Engine Optimization (SEO), Social Media, Google Analytics, Microsoft Visio, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, and Silverback.

### EXPERIENCE

#### Oracle - CPQ Cloud, Deerfield, IL

[www.oracle.com](http://www.oracle.com)

#### Senior UX Designer (Oracle - CPQ Cloud)

December 2013 - March 2019

#### UX Architect (BigMachines)

July 2012 - December 2013

- UX Project lead on the quarterly releases of Oracle's B2B software called CPQ (Configure - Price - Quote).
- Reported to the UX Manager, and served on SCRUM teams within an Agile environment. These teams included a Product Manager, a Developer team, a QA team, and myself as the UX Resource.
- Regularly communicated with Product Management team 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.
- Created advanced walkthroughs and style guides for Project Managers and software Development teams.
- Created Wireframes and communicated between PM, Development, and QA teams to ensure quality and consistency of each release.
- Worked with QA teams to test releases and file bugs to ensure the quality is what was originally proposed.
- Personally called key customers and conducted UX Reviews and User Testing sessions with interactive prototypes. I would record the results and document within Oracle's Confluence site for the team to share.
- Focused on projects aimed at making each quarterly release a better user experience for existing Legacy customers and visually compelling for new customers.
- Led group meetings with User Experience deliverables.
- Created additional prototypes and concepts for UX team collaboration and consistency.
- Analyzed current trends to identify usability patterns and documented them in Oracle's Confluence site for other teams to share.
- Oracle acquired BigMachines, Inc. in December 2013.

## **REweb Chicago, Chicago, IL**

www.rewebchicago.com

### **Freelance Front End Designer and Developer      July 2008 - Current**

- Designed and created graphics utilizing Adobe Creative Suite.
- Coded in multiple programming languages (HTML, CSS, PHP, and MySQL).
- Collaborate face to face with clients for project requirements with detailed prototypes.
- Lead and create client presentations to communicate user experience.
- Designed and developed custom CMS for client and employee communications.
- Created Vector graphics for branding and printing purposes.
- Manage budgets and create client proposals.
- Optimize customer websites for Search Engine Optimization (SEO) by updating keywords, meta tags and revising text on multiple web pages.
- Use of Google Analytics for tracking data for user retention on every website.

## **SK Entertainment, Chicago, IL**

www.skintertainment.com

### **Web Designer      May 2011 - April 2012**

- Designed and created graphics utilizing Adobe Creative Suite.
- Designed, created and hard coded web pages in multiple programming languages.
- Maintained and updated front end graphics on multiple web pages.
- Designed and created custom banners for affiliates and 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 for all web and design related projects.
- Designed and created graphics utilizing Adobe Creative Suite for multiple clients.
- Designed, created and hard coded 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 online usage.
- Created storyboards, filmed and managed video editing for multiple client projects which often entailed filming video on location or 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.
- Exceeded project deadlines and surpassed expectations by providing an immediate response to client communications and helped troubleshoot any web related issues.