

**Tavares Antonio
Robinson**

**Hello, I'm a Product Designer based in California.
Most recently @Starbucks.**

Personal

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Education

Pierce College

Web Design & Development

Stanford University

Business Program

Tools

Sketch & Figma

Adobe Illustrator

Origami

HTML/CSS

Adobe Photoshop

Principle

Origami

Invision / Marvel

Zeplin

Mixpanel

PHP

Final Cut

Javascript

Xcode

Basecamp

Jira

Slack

AWS

Mysql

Gitlab

Design

Product (UI/UX)

Visual Design

Interaction Design

Wireframing

Usability Testing

User Research

Product Thinking

Rapid Prototyping

End to End Experience

Experience

Starbucks (PSP) - Lead Product Designer | 2023 - 2023

- I owned the design for a social internal tool (called MyDaily) for District Managers.
- Created UX Briefs, Helped conduct research with researcher, Aligned goals with PM.
- Collaborated with Stakeholders to increase communication, profits, and goals.

Workday (CW) - Senior Product Designer | 2022 - 2022

- Designed (UX/UI) & rethought the Internal Mobility Experience using ML & AI.
- Synced with four PM's and other cross-functional partners to get product parity.
- Aligned with Eng to create new recommendations for Internal Apply Flow & business

Wells Fargo (CW) - Senior Product Designer | 2020 - 2021

- Formed design guidelines and structure for Chatbot AI product teams
- Helped with user research (including interviews, design sprints, testing).
- Created (UX/UI) & delivered pixel-perfect assets to engineers & the marketing team.

LinkedIn (CW) - Senior Product Designer | 2020 - 2020

- Worked on The Feed, Profile & The Design System (Spec & Logic).
- Collaborated with Eng, DL, PM & other cross-functional teams.
- Created and delivered pixel-perfect mockups to engineers and team.
- Contributed in design critiques & gave product feedback.
- Gave feedback to other designers & Eng.

Meta (CW) - Senior Product Designer | 2019 - 2019

- Improved the accuracy for internal tools that support over a billion people.
- Collaborated with Eng, DS, DE for people-research, design sprints & testing.
- Created and delivered pixel-perfect mockups to engineers and team.
- Helped organize & design marketing material for internal events.
- Contributed in design critiques & gave product feedback.

Biomarker Labs - Senior Product Designer | 2018 - 2019

- Contributed to high-level strategic decisions with the executive team.
- Conducted user research (including interviews, design sprints, testing).
- Created and delivered pixel-perfect assets to engineers and marketing team.

Splash Labs - Senior Product Designer | 2017 - 2018

- Created IOS wireframes, user flows, mockups and prototypes.
- Conducted user research (including interviews, design sprints, testing).
- Connected creative ideas to business strategies.
- Sold ideas at high levels to internal and external teams.
- Delivered pixel-perfect assets and comprehensive specs to engineers.

Heychat - Product Designer & Founder | 2015 - 2017

- Conducted research to understand user workflows, defined project scope.
- Tested proof of concept constantly to get feedback and improve.
- Defined the workflow and main features of the IOS app with UX team.

Lyft - Growth Design & Campus Ambassador (Contract) | 2014 - 2014

- Designed custom-made marketing materials for students.
- Contributed team brainstorms and critiques throughout the design process.
- Recruited college students to be Lyft Ambassadors to over 10 schools.
- Created payment structure student ambassadors.