

ROBERT COLDWELL

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QUALIFICATIONS PROFILE

Highly-analytical and results-oriented UX Designer with a 15+ year track record of delivering superior results across Video Entertainment, Telecommunications, and Data Industries. Innovator of design solutions, driving user centric functionality, and cultivating top-performing and cross-functional creative teams. Dedicated to serving as a subject matter expert as well as a design and technical resource through continued professional development and comprehensive research of current trends, upcoming developments, and new technologies. Passionate about delivering superior consumer experiences that elevate customer satisfaction, establish brand loyalty, and adhere to all regulatory compliance and brand guidelines.

Areas of expertise, design, and media...

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|-----------------------------------|--------------------------|-----------------------|
| • User Experience Design | • Design Thinking | • Agile Methodologies |
| • Graphic Design | • Executive Leadership | • User Research |
| • Project Management | • Accessibility | • Prototypes |
| • Data Reporting | • Innovative Solutions | • User Testing |
| • Competitive Research & Analysis | • Elevated Functionality | • Hedonic Design |

PROFESSIONAL EXPERIENCE

TV2 Consulting, Dallas, TX 2020-present

IPTV Software Engineer

Deliver design and product management leadership for a cross-platform video service. Support legacy video service features. Guide accessibility implementation for branded video services.

Key Achievements:

- Design and build a Mediaroom On Demand prototype.
- Design and product manage a web platform extension to an existing OTT video service.
- Design and prototype Android TV services to guide developer implementation.
- Design, build technical specifications and manage development of OTT video service features such as PPV, Lookback, etc.
- Build master design references for Mobile, Web, TV and server dashboards to ensure consistency and optimal user experiences for both customer and operator facing interfaces for an OTT video service.
- Build relationships with streaming device and remote control vendors to create business opportunities for an OTT video service.
- Assist major telco in implementing accessibility features on all Mobile, Web and Streaming platforms.
- Primary tools: Sketch, Zeplin, Figma

AT&T, San Antonio, Dallas, & Plano, TX 2006-2020

Lead UX Designer, 2019 – 2020

Deliver visionary leadership and creative strategy focused on driving elevated user experience across cross-platform responsive applications. Generate an engaging and high-functioning server utilization dashboard web application with chart widgets, lists, and comprehensive technical details utilized in global, large server installations across multiple application usages.

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Key Achievements:

- Drove consistency and reusability of existing and new design components by spearheading the establishment of an organization-wide style guide including design tool libraries, a revitalized foundational identity, and a strategy for a central design library website.
- Ensured for broad corporate alignment with new design standards by engaging corporate Brand and various design teams in a cross functional and collaborative manner.
- Gamified 100% of the user process for a cross-platform data labeling application system in order to streamline functionality and usability across labeling and characterizing efforts for a wide-range of internal company data.
- Outlined responsive interactions through rapid prototyping to perform stake holder reviews.
- Elevated design thinking by conceptualizing and implementing an RPA product improvement evaluation project that included comprehensive design and user process evaluations in close partnership with an IBM design team.
- Primary tools: Sketch, XD, Zeplin, WebFlow

Senior Lead UX Designer & Architect, 2015 – 2019

Enhanced consumer experiences by designing improvements and integrations to third party software and services. Conceptualized and implemented AT&T TV Android TV platform projects on settings, applications, accessibility, keyboards, networking, cross-platform error documentation, remote control programming and other features. Conducted user research, refined settings, and improved keyboard functionalities by creating Android TV prototypes. Cultivated top-performing creative teams comprised of UI designers, UX designers, motion graphic developers, and copywriters through comprehensive talent development activities, continued mentorship, and routine performance evaluations. Led teams throughout all project phases from initial concept through to successful delivery while ensuring for complete adherence to quality and brand standards. Extensively researched major competitors, current trends, new development, and upcoming technological advances in order to serve as a industry leading expert in all aspects of user-centric design and best-in-class consumer experience.

Key Achievements:

- Delivered project designs in a SAFe Agile process and aligned with all requirements for product, marketing, architecture, and engineering.
- Created 30% of the design for AT&T TV product.
- Nominated as the Team Accessibility Champion for Corporate Accessibility Technology Office (CATO).
- Enforced correct implementation of FCC regulations and Universal Design requirements in close partnership to CATO, architecture, engineering, and product teams.
- Adapted and implemented Android TV functionality in collaboration with Google.
- Interactive prototypes built in Unity for user research testing.
- Primary tools: Omnigraffle, Android Studio, Sketch, Photoshop, Illustrator, Unity

Associate Director – Interactive Design, 2006 – 2015

Drove continuous user experience improvement through consistent evaluation of current designs to identify pain points and devise innovative and user-focused solutions. Constructed processes and led design projects to create a user-centric entertainment platform. Focused on increasing SUS and Hedonics scores while consistently maintaining no defects, high usability scores, and no update requirements. Developed streamlined software deployment processes for both embedded device and cloud systems. Designed and directed two video labs while supporting multiple simultaneous video presentations,

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conference calls, and competitive technology research. Functioned as a company liaison and representative for international TV providers including Bell Canada, Telus, Deutsche Telecom, and Swisscom.

Key Achievements:

- Awarded multiple J.D. Power Awards for the design of the U-verse TV core customer experience.
- Increased System Usability Score by 2% and Hedonics Score by 1% annually.
- Functioned as the sole internal manager for the Microsoft Ericsson Mediaroom STB software including all aspects of design and maintenance of core sources of documentation.
- Utilized a technical proficiency with xml, JavaScript, and c# to assemble prototypes of TV applications on Mediaroom platform.
- Delivered an industry-leading Emergency Alert and Closed Caption experience and ensured for complete compliance with all FCC regulatory requirements in partnership with the Corporate Accessibility Technology Office.
- Enhanced existing functionality, elevated the user experience, and added new features in accordance with customer usage data reporting.
- Established and published standards for interactive TV application development that were widely accepted and utilized by both internal and external developers.
- Served as a subject matter expert as well as design and technical resource for third party app developers.
- Partnered with the design agency, Method, to strategize vision for future entertainment platforms through the next generation TV platform project.
- Primary tools: Photoshop, Illustrator, VisualStudio, OxygenXML

EDUCATION/TRAINING

Master of Arts in Cultural Object Restoration, 1998

Tokyo University of the Arts, Tokyo, Japan

Master of Fine Arts in Spatial Arts, 1994

San Jose State University, San Jose, CA

Bachelor of Fine Arts in Art and Japanese, 1990

Occidental College, Los Angeles, CA

Udacity Android Basics Nanodegree, 2016

Udacity Front-End Web Developer Nanodegree, 2015

TECHNICAL PROFICIENCIES

SOFTWARE: Design: Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD), Sketch, Zeplin, InVision, Omnigraffle

Web: HTML 5, CSS, JavaScript, WebFlow

TV: XML, C#, Mediaroom, Android TV

3D: Unity, Cinema4D

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PATENTS

Method and Apparatus for Creating Dynamic Webpages In A Media Communication System
System and Apparatus for Managing Video Content Recordings
System and method for interactive internet protocol television help
System and method for providing mobile traffic information in an internet protocol system
Control of access to multimedia content

LANGUAGES

English – Fluent
Japanese – Fluent

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