



Robert Sens

New York, NY
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Skills.

- Interaction design (iXd)
- User experience design (UX)
- User interface design (UI)
- Information architecture (IA)
- UX research
- Synthesis & insight mining
- Ideation & design thinking
- Visual design & art direction
- Visual storytelling
- Workshop facilitation
- Design leadership
- Team building
- People management
- Coaching & mentoring
- Research & design operations
- Process & workflow development

Tools.

- Pen & paper
- Sharpies & post-it notes
- Whiteboards & napkin sketches
- Empathy
- Collaboration
- Discussion & debate
- Scenarios & flows
- Iterative prototyping
- Qualitative research
- Figma, Sketch & Adobe XD

Platforms.

- Digital & physical interactions
- Mobile apps & web
- OTT, voice & conversational
- Print

Education.

05/2005
Pratt Institute | Brooklyn, NY
Bachelor of Fine Arts (Honors)
Communication Design

I build intuitive experiences & scalable systems.

I'm an interaction designer, systems thinker and team leader with 16+ years of cross-disciplinary expertise and a collaborative, pragmatic approach to design that enables me to effectively operate across all stages of a project – from definition & discovery, through to framing, ideation, development, implementation, and delivery.

Experience.

05/2021 – Present

Product Design Director

BARK | New York, NY

- Managing, scaling & optimizing BARK's product design team & capabilities.
- Piloting strategic design & research initiatives to drive increased engagement & revenue.

09/2018 – 05/2021

Director, User Experience & Design

NBCUniversal (CNBC) | New York, NY

- Built, managed & scaled CNBC's digital product design capability to 10+.
- Planned & led a multi-year reorganization of 3 existing design teams into CNBC's first, fully-integrated Voice-of-the-Customer (VoC) team.
- Oversaw research & design that led to 10% average increases in digital revenue, YoY.

04/2018 – 09/2018

Director, User Experience

- Formed & led CNBC's first internal human-centered design capability that brought together UX research, design & customer experience.
- Ran strategic pilots that proved the value of research & design by identifying multiple product enhancements, each averaging 5-10% increases in customer engagement.

01/2017 – 04/2018

Senior Interaction Designer

frog Design | Brooklyn, NY

- Managed lean, multidisciplinary teams in the definition & delivery of product experiences. Forged client relationships that repeatedly led to program & revenue extensions.

11/2015 – 01/2017

Lead Product Designer

Reserve | New York, NY

- Led research & design efforts for all of Reserve's consumer products (iOS, Android, Web) that consistently delivered incremental growth, engagement & retention, QoQ.

11/2014 – 11/2015

Product Designer

- Defined iOS app experiences that drove growth & retention. Expanded Reserve's consumer product ecosystem through the definition of 2 new products (Android & Web).

2005-2014

Various design & leadership roles

- **Art Director – Fifth Street Asset Management** | Greater New York City area
- **Senior Graphic Designer – NBCUniversal (CNBC)** | New York, NY
- **Lead Graphic Designer – Comcast** | New York, NY

Additional experience & details: www.linkedin.com/in/robertsens/