Robin Massey

Senior Product Designer

Work Experience

Product Design Consultant
Dair Design Labs 2023-2024

- Managed multiple clients and shipped solutions that exceeded business goals.
- Launched subscription product from concept to completion for a premium publication.
- Developed user centered solutions for a title law firm's custom database.

Product Design Director
The Daily Beast 2022-2023

- Fostered design team growth while standardizing product design processes.
- Pioneered a corporate research and development initiative for a cross-platform tv guide.
- Lead design efforts for entertainment site that would account for 7 figures in revenue.

Creative Director
The Daily Beast 2018-2022

- Boosted a product's page views by 56.52% and a monetization metric by 102%.
- Directed a social template redesign resulting in follower growth from 206k to 354k.
- Managed design efforts that grew a membership program from 0 to 100k users.

Lead Product Designer
Vindex 2020

- Designed user-centric SaaS onboarding solutions and a metered desktop application for brick-and-mortar gaming cafes.

Product Designer
The Daily Beast 2013-2018

- Launched a custom CMS, new homepage, and rebrand despite ambiguity.
- Guided UX research and design system, crafting seamless user experiences.

Product Design Consultant
Outside Magazine 2015

- Developed design options that included components, color, typography and spacing.
- Improved accessibility through thoughtful reduction of low contrast colors

Graphic Design Consultant
Oprah Winfrey Network 2014

- Created 700 Pinterest quote cards, some reaching over 120k shares.

Awards

- 2020 Webby Honoree Social Best Photography & Design The Daily Beast
- 2018 Digiday Publishing Winner Best Email Newsletter Cheat Sheet
- 2015 Digiday Signal Finalist Content Marketing Platform Argos
- 2014 Webby Honoree Websites and Mobile Sites News The Daily Beast
- 2013 Webby Best News Site The Daily Beast

Education

Savannah College of Art and Design
Bachelor of Fine Arts
Graphic Design 2009-2013

Skills

UI Design Principles, UX Frameworks, Wireframing, Prototyping, User Research, Usability Testing, Mentoring, Management, Information Architecture, Interaction Design, Responsive and Mobile Design, Accessibility Standards, Design Systems, Pattern Libraries, Quantitative Data Analysis, Qualitative Analysis, UX Writing, Business Acumen, Customer Service.

Portfolio	Email	Phone	Location
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