








Make. Better. Things.

 **Robb Cabansag**
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SUMMARY OF QUALIFICATIONS

Results-driven User Experience professional with more than 20 years of experience developing and managing digital products and marketing solutions for global brands. Spearheaded initiatives in generative AI, machine translation, CRM/CMS, and user behavior analytics.

A charismatic people leader who strives to give reports the resources, encouragement, and education to evolve both professionally and personally.

TECHNICAL SKILLS

Methodologies:

- User-centered Design
- Design Thinking
- Atomic Design
- Agile Development

Software:

- Adobe Creative Suite
- Adobe XD
- Figma
- InVision
- Axure RP
- HotJar
- Clarity
- Lucky Orange
- WordPress
- MidJourney
- ChatGPT, CoPilot, Grok, Gemini

Programming/Scripting Languages:

- JavaScript
- jQuery
- NodeJS
- SocketIO
- HTML
- CSS
- C#

Robb Cabansag

RELATED EXPERIENCE

New Dawn Title Insurance, LLC

East Brunswick, NJ

UX Lead

Jan 2024 - Present

- Designed AI assisted document cataloging and tagging system, streamlining collateral storage, archiving, retrieval, and collection processes by an average of 28%
- Developed user surveys, wireframes, and hi-fidelity prototypes for line of business applications and employee onboarding training
- Conducted A/B testing and gathered user insights to enhance design and usability of a custom document management system
- Cut new agent onboarding time by 30% and eliminated common closing process errors

Entrepreneur's Organization

Alexandria, VA

User Experience Director

Aug 2022 - Aug 2023

- Created and executed comprehensive UX strategy, boosting top-of-funnel engagement by 157%
- Performed user interviews, focus groups, created surveys, and analyzed usage data and test feedback
- Established design system to streamline development process, reducing time to deployment by over 30%
- Implemented generative AI for site and program-specific imagery and spearheaded the adoption of machine translation across properties
- Supervised front-end development team, ensuring quality and consistency of UX deliverables

Verizon

Basking Ridge, NJ

Consultant III, Learning & Development

Dec 2014 - Nov 2021

- Created design system to simplify development process and adhere to brand standards
- Developed user journeys, personas, and functional prototypes for applications and courseware
- Researched, designed, and developed Leadership Academy portal, increasing program compliance by 37%, reducing completion time by 3 days, and encouraging learners to take 2 extra optional trainings on average
- Leveraged research to design, develop, and support an innovative onboarding application, training over 20,000 new hires within the first 12 months of deployment

Aerosoles

Edison, NJ

Lead Web Developer

May 2008 - Jun 2014

- Created design system and e-commerce interaction model while managing team of developers, and contractors
- Performed user interviews, created user surveys and extracted insights from data
- Designed in-person user testing process to enable real-time feedback and rapid iteration
- Rebranded/re-platformed e-commerce site, boosting conversions (56%), reducing abandoned carts (-196%), and increasing Rewards Program sign-ups (225%)

Core Create

Somerset, NJ

Interactive and Multimedia Director

Mar 2006 - Apr 2008

- Oversaw the ideation and creation of all digital products including websites and microsities, patient and physician portals, Continuous Medical Education (CME), medical compliance programs, animation and video

Cabansag Studios

East Brunswick, NJ

Owner/Self-Employed

Jan 1993 - Dec 2005

- Conceived and created numerous digital, print and broadcast products for clients including Johnson & Johnson, Owens Corning, Neutrogena, Pfizer, Tyco & Hasbro
- Built cross functional teams to deliver products and campaigns across multiple channels

EDUCATION

Colorado Institute of Art

1991

Associates Degree in Music and Video Business

Center for the Media Arts

1989

Technical Certificate, Audio Production