




Make. Better. Things.

 **Robb Cabansag**  
 8001 Glenwood Ct  
New Tripoli, PA 18066  
 732.309.5996  
 robert.cabansag@outlook.com  
 robbcab.com

## 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

### Programming/Scripting Languages:

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

# Robb Cabansag

## LEADERSHIP EXPERIENCE

### Entrepreneur's Organization

#### User Experience Director

Alexandria, VA  
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%
- Supervised front-end development team, ensuring quality and consistency of UX deliverables

### Core Create

#### Interactive and Multimedia Director

Somerset, NJ  
Mar 2006 – Apr 2008

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

### Cabansag Studios

#### Owner/Self-Employed

East Brunswick, NJ  
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

## RELATED EXPERIENCE

### New Dawn Title Insurance, LLC

#### UX Lead

East Brunswick, NJ  
Jan 2024 - Present

- Developed user surveys, wireframes, and hi-fidelity prototypes for business applications and employee onboarding
- 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

### Verizon

#### Consultant III, Learning & Development

Basking Ridge, NJ  
Dec 2014 – Nov 2021

- Created design system to simplify development process and adhere to brand standards
- Introduced UX design process across Learning & Development org and created Design Thinking courseware
- Developed user journeys, personas, and functional prototypes for various 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

#### Lead Web Developer

Edison, NJ  
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%)

## EDUCATION

### Colorado Institute of Art

Associates Degree in Music and Video Business

1991

### Center for the Media Arts

Technical Certificate, Audio Production

1989