Robert J Begley

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User Experience Manager, Designer, and Researcher

User experience professional with a unique blend of skills in user research methods, product design techniques, people-managing, and programming knowledge. Proven track record of **crafting intuitive and engaging user experiences**, demonstrated through successful projects that span from non-profit organization responsive web development to **leading UX practices and strategy** in a corporate environment.

Skills

- **Design Tools:** Adobe CS | Axure | Design Systems | Figma | Rapid Prototyping | Wireframing
- **Team Management:** Coaching | Delegation | Feedback and Critique | Performance Management
- **User Research Methods:** Affinity Diagramming | Card Sorting | Diary Studies | Ethnographic Observation | Focus Groups | Interviews | Journey Mapping | Personas | Surveys | Tree Testing | Usability Testing
- **Programming**: HTML / CSS | Haxe | TypeScript | JavaScript | SQL

Experience

Power Pledge, Chicago, IL   **December 2023 - January 2024**
UX Consultant

Designed, prototyped, and developed responsive website using Figma and web technologies.

- Designed desktop/mobile responsive site layout and features for solar energy non-profit organization.
- Created design system (Figma) to facilitate future design scalability and enhancements.
- Collaborated with client stakeholders to establish an end-to-end design process.
- Built front-end and back-end services using HTML/CSS/JavaScript.

CVS Health, Chicago, IL   **September 2019 - August 2023**
Senior Manager UX

Managed researchers, coached designers, strategized and led research studies working with design, product, engineering, and other stakeholders, and designed and built custom research web tools.

- Scaled internal research process 900+% by coaching and empowering 150+ UX designers in conducting their own research studies.
- Partnered with design leadership to strategically prioritize current and future research for the holistic user experience.
- Led research studies and created artifacts such as personas, journey maps, and user flows across multiple lines of business (e.g. e-commerce, healthcare content, prescription management, insurance).
- Managed a team of researchers providing mentorship, support, and autonomy.
- Designed, built, and maintained internal research web tools to support the enterprise.

CVS Health, Chicago, IL   **November 2011 - September 2019**
Senior UX Designer and Researcher
Designed new product interactions and experiences for digital, led research studies, onboarded new team members, and built custom research web tools.

- Brainstormed, designed, and iterated on new product interactions and experiences for CVS' digital channels (desktop and mobile).
- Worked on projects from multiple lines of business within the enterprise including retail/e-commerce, prescription management, prescription benefits, healthcare content, and insurance.
- Collaborated with business, product, engineering, and other stakeholders to review design iterations, gather feedback, and advocate for the user.
- Led user research activities with the goal of introducing insights and findings into the design process.
- Onboarded and mentored new team members about user research processes and user-centered design methodologies.
- Built internal research tools using web technologies (HTML/CSS/JavaScript).

Additional Relevant Experience

User Experience Designer (Contractor), Designkitchen, Chicago, IL   October 2011 - November 2012
Interaction Designer, Indiana University, Bloomington, IN   June 2010 - May 2011
Associate Instructor, Indiana University, Bloomington, IN   August 2009 - May 2011
Web designer, Motion Unlimited Dancewear, Chicago, IL   March 2006 - March 2009
Summer Intern, StratEx Partners, Chicago, IL   June 2008 - August 2008

Education

Indiana University, Bloomington, IN   **August 2009 - May 2011**
M.S. Human-Computer Interaction Design
GPA: 3.9
Graduated May 2011

Indiana University, Bloomington, IN   **August 2005 - May 2009**
B.S. Informatics
GPA: 3.631
Graduated with Distinction May 2009