ROBERT TU

www.roberttudesign.com

PROFILE

Robert is an experienced design leader with a strong business and technical background which provides a unique perspective when it comes to delivering design solutions.

He has led multiple teams delivering on various design projects including concepts for services and products, user research, and design frameworks with clients in financial services, various governments and agencies and utilities.

Robert's portfolio can be viewed at www.roberttudesign.com

SKILLS

SOFTWARE SKILLS

Adobe Creative Cloud

Sketch

Figma

InVision

HTML/CSS/JavaScript

DESIGN SKILLS

Design Leadership

User Experience Strategy

Information Architecture

Interaction Design

Dashboard Design

EXPERIENCE

PwC · UX Senior Manager   Sep 2016 to Present
Toronto, Ontario, Canada

- Managed seven designers within a design practice where he led the team to standardize design methodologies, deliverables and libraries in order to increase productivity and efficiency across multiple projects

- Led the design team to develop a vision, values and principles and executing on them to ensure the team was building a community despite the different projects each designer was assigned to

- Managed cross functional teams to design new services and products for clients by conducting qualitative and quantitative user research, leveraging service design to develop the vision and designing and testing prototypes including value proposition and usability feedback with potential users

- Synthesized the insights from research and testing into recommendations and implementation plans for services and products

- Implemented several design solutions with a team of designers and technologists for clients using agile methodologies such as design and development sprints where production wireframes were produced, coded, test with users, and then released into a production environment

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EXPERIENCE

TELUS · Senior Product Manager - UX, UI   Oct 2015 to Aug 2016

Toronto, Ontario, Canada

- Using design thinking and user centred design methodologies, lead a team of data scientists, business stakeholders, and sales team members to develop the strategy and direction of the product offering that would maximize the business value for clients

- Conducted user research to develop user personas in order to ensure product offering was going to solve their pain points and meet their needs

- Working with various stakeholders developed prototypes to test with the market through low and high-fidelity wireframes of customer-facing dashboards using Adobe Creative Cloud and InVision in order to save time and resources on coding development

- Designed a demographic data insights report for an advertising client by directing data scientists on business direction and then visualizing results in an impactful way in order for them to optimize their pricing strategy

MeU · Founder & CEO   Jun 2013 to Dec 2015

Toronto, Ontario, Canada

- Oversaw a creative and ambitious team of designers and developers to bring a product to market by performing market research and testing, sales, and product development

- Conducted extensive market research in different industries through interviews, synthesis of other resources and by creating rapid prototypes where extensive user testing and validation of business value was conducted with various potential clients

- Conducted extensive business development and sales that resulted in key clients such as: Adidas, Royal Ontario Museum, Toronto Men's Fashion Week, Ryerson, OCADU and JaxCoco

Robert Tu Design · Freelance Designer   Jun 2012 to Present

Toronto, Ontario, Canada

- Working with a publishing client, developed information architecture, user flows and wireframes for websites that involved searches, maps, filters and a large amount of content for users to navigate through

- Worked with several companies including a private equity firm and a non-profit, conceptualized visual identity systems including logos, colour schemes, brand guidelines and style guide that were applied to websites and business cards

- Implemented a website using HTML, CSS, JavaScript, and PHP that controlled the lighting system of a building through Twitter

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EXPERIENCE

IBM · Client Manager and Product Specialist   Jan 2007 to Aug 2011

Toronto, Ontario, Canada

- Built over $5 million in sales opportunities by prospecting, leveraging existing relationships and strategic execution of marketing plans.

- Responsible for closing over $500,000 in sales of various products including servers, software and storage.

- Won several performance awards including One Hundred Percent Club and First Line Manager MVP

Hibar Systems · Controls Engineer   Jun 2003 to Jun 2006

Toronto, Ontario, Canada

- Designed and debugged electrical control systems for an automated battery assembly line

- Developed a software control system for a precision pumping system using Visual Basic and proprietary servo motor software. This included UI and UX design

- Project managed a client delivery of a battery assembly line and trained clients on using and maintaining equipment in China

EDUCATION

Bachelor of Design with Distinction · Graphic Design

OCAD University · Toronto, Ontario · Class of 2013

Certificate of Chinese Studies

Beijing Language and Culture University · Beijing, China · 2006

Bachelor of Applied Science with Honours · Electrical Engineering

University of Waterloo · Waterloo, Ontario · Class of 2003

Exchange Program · Electrical Engineering

Tottori University · Tottori, Japan · 2001