

# KEITH HOBIN

UX Designer,  
Information Architect,  
& User Researcher

Philadelphia, PA | Hello@KeithHobin.com | www.KeithHobin.com

## User Experience Professional with a Strong Technology Background

Able to consistently create order out of chaos, find deep insights, and create user-focused experiences that provide value while still meeting demanding business needs.

### Key Skills

**Discovery:** Research Test Plans | Participant Screeners | Discussion Guides | Stakeholder Interviews | Requirements Gathering | In-Depth Interviews | User Testing | Prototype Testing | Card Sorting | Affinity Diagrams | Journey Mapping | Survey Creation

**Experience Strategy:** Usability Audits | Competitive Analysis | Personas

**Experience Design:** Site Maps | Wireframes | Rapid Prototypes | Process Flows | User Journeys | Functional Specifications

**Software:** Adobe Creative Suite | Axure RP | Sketch | Omnigraffle | Morae | Snagit

### Professional Experience

#### TE Connectivity | Berwyn, PA

**Senior User Experience Designer** 2018 – Present

Lead the global eCommerce initiative's checkout experience design, including add to cart, cart, checkout, order management, and the post-order digital experience.

- Determine information architecture and interaction design for checkout process, document experience vision through wireframes and rapid prototypes
- Collaborate with product owners and functional analysts to determine functional requirements while balancing user and business needs
- Work with research lead and external research vendor to create test plans and analyze results
- Complete heuristic evaluations and competitive audits
- Evangelize UX capability and usability best practices to wider digital organization

#### Razorfish Health | Philadelphia, PA

**Senior Experience Architect** 2017 – 2018 | **Experience Architect**, 2014 – 2017 |

**User Experience Associate**, 2013 – 2014 | **User Experience Associate (Contract)**, 2011 – 2013

Lead the UX capability at a health and wellness digital marketing agency. Help brands provide value to health care professionals and their patients using user-centered design techniques.

- Prepared experience strategy briefs, usability audits, competitive landscapes, user personas, and user & business requirements, to help inform the design process
- Performed site audits and construct content maps to ensure logical information architecture
- Created wireframes and rapid prototypes to document key design tenets and layout of proposed websites and mobile apps while adhering to usability best practices
- Developed functional and user interface specifications for projects
- Facilitated user research, website and mobile app usability testing, and analysis of data
- Provided oversight to visual design and copy teams
- Provided oversight and direction for other UX team members in both the US and (from 2013–2014) the EU
- Successfully completed “Emerging Managers” professional development program, and participated in workshops for the “Mission 650” executive professional development program
- **Concierge Medicine Website Redesign:** Lead UX design and user research work for a concierge medicine company's website
  - **Requirements Gathering:** Designed the exercises and helped lead a 1.5-day requirements gathering and user journey workshop as part of the project's discovery effort at client's site, with over 15 client attendees, including

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## Professional Experience (continued)

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the CMO and CTO

- **Experience Strategy:** Contributed to the project's experience brief with the creation of a competitive audit, updates and enhancement to client-provided target user personas, and definition of key experience principals
- **Experience Design:** Lead UX design and research work for the website redesign, including remote moderated prototype testing, information architecture testing, and an online focus group for design concept testing
  - Created sitemap, interactive prototype, research plans, research participant screeners, research moderator guides, and research findings presentations
- **Lead Generation Optimization:** Optimized the client's marketing landing pages, resulting in a 37% conversion increase
- **Conference Scheduling Tool:** Lead functional requirements gathering and UX design for the "Executive Encounters" scheduling tool, designed to coordinate ~150 meetings between Key Opinion Leaders in Oncology and a Client's marketing and medical teams. Designed, developed and launched a MVP in less than two months.
- **Long-Term UX consulting:** Provided UX strategy, design, and research consulting for a Fortune 500 Retailer for various website and multi-platform mobile app projects over six year period, including a full website redesign resulting in a 326% increase in registrations, and 139% increase in user logins, and the launch of an award-winning mobile app for iOS and Android
- **Global Responsive Framework:** Designed elements and specification for a Fortune 50 client's responsive global website framework used for client's global consumer brands websites

### Digitas Health | Philadelphia, PA

**Associate Interaction Designer (Internship)**, Sept. 2010 – Mar. 2011

Gain experience in pharmaceutical advertising and interactive agency work process.

## Conference Presentations

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### VR Demystified: Delivering Experiences Beyond the Screen

UXPA 2016 (Seattle)

- Co-presenter on the history of VR, the current state, and provided a live demonstration using an audience volunteer while real-time measurements of their heart rate was displayed, showing that even the simplest VR experiences can trick the mind and transport the user to a new place

## Awards

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### Web Health Merit Award for Janssen's Progress with Me

Dec. 2014

- Gamified tracking experience for people with schizophrenia and their care team

### Web Health Merit Award for Rite Aid Mobile App

June 2013

- Allowed Rite Aid customers to manage & refill their prescriptions, and view their loyalty program & savings information

## Professional Memberships

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- User Experience Professionals Association (UXPA) 2013–Present

## Education

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### Drexel University, College of Information Science and Technology (iSchool)

Bachelor of Science in Information Systems | Business Administration minor

**Course Highlights:** Human Computer Interaction | Information Architecture | Research Methods | Server Administration | Database Design | Project Management | Technical Communication