



# Robert Heath

PRINCIPAL DIGITAL DESIGNER

## Profile

Dedicated and diligent Principal Staff Designer with 15+ years of experience in developing product design systems, conducting A/B testing, and improving user engagement. Proven expertise in implementing best practices & methodologies, collaborating with cross-functional teams, ensuring output/visual consistency, and complying with business & customer needs.

## Employment History

### Principal Staff Designer (Product & Brand), Flyclops

NOVEMBER 2020 – JUNE 2024

- Designed product component library using Figma and Tokens Studio and developed the library in Flutter for rapid product development.
- Improved app functionality by overseeing feature design of persistent chat, in-game emotes, profile 2.0, player collectibles, app themes, and metagame product updates.
- Developed and executed A/B testing strategies for player onboarding, reducing player churn and increasing overall engagement.
- Directed the visual design of ranked play-level badges, player avatar frames, custom bones, in-game emote packs, and personalized app themes, significantly enhancing player customization and fostering a stronger sense of value and personal connection among players.
- Pitched, designed, and developed mascots for brand marketing and in-app use: executed character design, 3D modeling, animation, and asset rendering. Featuring mascots in app-store previews resulted in increased first-time installs and enhanced community brand engagement.
- Contributed to front-end app development during the React to Flutter app port project, freeing up backend developers' bandwidth and reducing design-to-code feedback cycles.
- Directed brand, UI, and feature design for 'Domino! Solo,' attracting single-player vs computer enthusiasts. Optimized game board, introduced themed boards and music settings, and developed the UI in Unity.

### Senior Staff Designer (UI/UX & Brand), AWeber

DECEMBER 2019 – NOVEMBER 2020

- Led the comprehensive redesign of aweber.com, enhancing user engagement, conversion rates, and brand authority.
- Improved key ad-targeted landing pages through design iteration and A/B testing, resulting in higher user interaction, reduced bounce rates, and a 4-6% increase in account sign-ups.
- Conceptualized and designed infographics, digital ads, social media assets, marketing guides, and video explainer graphics, increasing market and first-time user engagement.
- Developed front-end components for the website redesign, landing pages, customer resource indexes, and account sign-up/login pages.
- Designed and developed 3D robot mascots to promote automation tools, implementing them across the website and marketing materials to enhance brand visibility and highlight key features.

## Details

1124 Jadewood Ave  
Clearwater, FL, 33759  
United States  
(215) 589-9375  
[rob@heath.co](mailto:rob@heath.co)

## Skills

UI/UX  
Product Design  
Brand & Marketing Design  
Ad Design  
3d Modeling & Rendering  
Motion Design  
Front-end Development  
Interdepartmental Coordination

## Links

portfolio: <https://heath.co>  
[linkedin.com/in/rtheath](https://www.linkedin.com/in/rtheath)

## Languages

English

## Senior UI/UX Designer, LendingTree

DECEMBER 2017 – DECEMBER 2019

- Led UI/UX design for automotive, mortgage, and business loan sectors, collaborating directly with company leadership to enhance user experience on LendingTree, SnapCap, ValuePenguin, and DepositAccounts websites.
- Created the longest-running, high-converting website lead generation form, adopted across all major loan sectors, enhancing lead capture efficiency.
- Developed ad-targeted landing pages, conducted user acquisition tests, and improved page features, boosting engagement and application completion rates.
- Designed the LendingTree app's credit card and business loan pre-approval indicators, increasing user applications.
- Provided front-end development support for web components during the LendingTree site redesign.

## Design Lead & Front-End Developer, Red Ventures

JULY 2015 – DECEMBER 2017

- Led UI/UX design for the Energy division web portfolio, rebranding and redesigning SEO templates and the checkout process on ChooseEnergy.com to enhance user experience and engagement.
- Designed the MyMove 'Movers' lead portal, introducing a new service vertical to expand the existing MyMove platform.
- Directed landing page design for Upside.com, developing geotargeted city pages that boosted user interaction and strengthened brand authority in each city.
- Developed SEO and movie/TV show page templates for Hulu.com, driving increased user engagement and account sign-ups.
- Provided front-end development for the Frontier digital partnership, constructing complex landing page flows and account sign-up pages for consumers and the digital sales team.
- Mentored students in design and front-end development at Roar2Hire, a non-profit workforce academy, fostering the next generation of designers and developers.

## Designer/Developer, One Brand Marketing

SEPTEMBER 2005 – JULY 2015

- Led design and front-end development for imageMedia.com, eddmEXPERTS.com, and GrowMail.com, focusing on landing pages, SEO, user acquisition tests, and brand updates. Optimized product information and introduced upsells to boost customer orders and reduce support calls.
- Directed brand marketing campaigns across email, direct mail, and local community advertising. Managed brand Facebook accounts, produced explainer videos, and engaged with users to enhance visibility and promote products through scripting, storyboarding, and vendor management.

## Education

Vocational Degree in Graphic Occupations, Bucks County Technical School, Perkasie, PA