



Robbie Michael

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Professional Summary

I am a designer, strategist, researcher, leader, mentor, and storyteller – committed to fostering innovation and delivering human-centered solutions that drive business success.

As a UX Strategist and Design Lead at Neighborly, I apply 20+ years of experience in UX design and management to deliver innovative and user-centered SaaS products for the home services industry by bringing ideas to life and developing seamless brand integration across consumer journeys. I help evangelize UX to our internal and external partners by aligning on experience principles and applying them consistently across our projects and initiatives to help create a shared experience vision throughout the organization.

Create & Prototype

- Figma
- Axure
- Visual Studio Code
- Photoshop
- Illustrator

Collaborate

- Mural
- Figjam
- Whiteboard Sessions

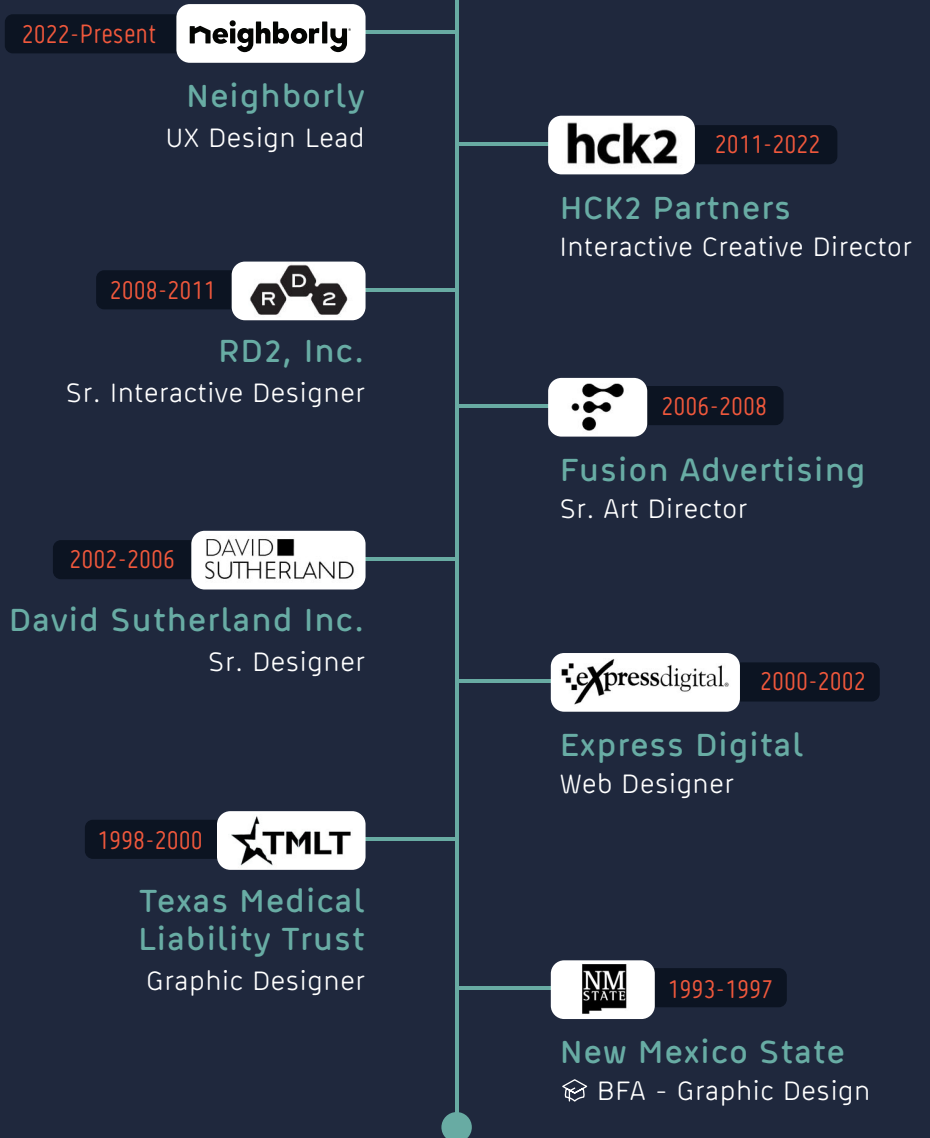
Understand

- Userlytics
- Hotjar
- Datadog
- Google Analytics
- Dovetail
- Lookback

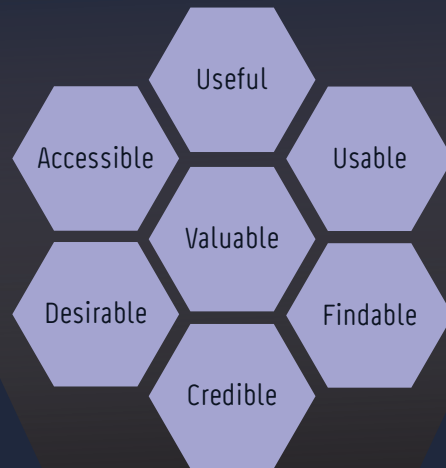
Artifacts

- Roadmapping
- Strategic Planning & Estimates
- Research & Design Strategy
- User Journeys & Flows
- Personas & Use Cases
- Wireframing
- High & Lo-Fi Prototyping
- Test Planning and Scripting
- Result Synthesizing
- Workshop Facilitation
- Innovation Frameworks

Employment Journey



ideas + strategy + execution



User Research

Methodology
Interviews & Observation
Synthesis
Present Findings

Content Strategy

UX Writing
Research & Auditing
Asset Execution Plan
SEO

Design Strategy

Problem Definition
Business Objectives
Design Implementation
Design Audit
Differentiators

Data Analytics

Methodology
Metrics & KPIs
Hypothesis
A/B Testing

Soft Skills

Adaptable
Resourceful
Collaborative
Interpersonal
Critical Thinking
Patient

Interaction Design

UX Patterns
Functional Minimalism
Consistency
Error Prevention

UX Leadership

Collaborates
Removes Roadblocks
Creates Heros
Motivates
Inspires
Encourages

UI Design

Best Practices
Creative Direction
Accessibility
Design Systems
Brand Standards