

Bob Holling

Product Design Manager

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With over 12 years of product design and leadership expertise, a proven track record in delivering engaging experiences that solve real problems, drive product adoption, and result in profitable outcomes. Specializes in complex data challenges and navigating highly matrixed/regulated problem spaces.

WORK EXPERIENCE

Goldman Sachs • New York 12/2017 - Present Product Design Manager, CRM Platform

- » Spearheaded the strategic design of an innovative in-house CRM platform, from concept to go-live, becoming a fully-adopted, business-critical tool within 2 years.
- » Guided a design team to develop and implement the CRM strategy, delivering high organization value with reduced user cost, optimizing team efforts and resources utilization.
- » Scaled KPI of tracked sales interactions by 380x per month by consuming existing chat data, driving substantial business impact with no additional effort from sales teams.
- » Led the design of the Opportunities feature, collating and revealing \$11 billion in potential new business and driving significant revenue growth.
- » Implemented plan to unify product codebases into a single, web-based, responsive solution, leading to a 25% decrease in development time and more streamlined product maintenance.
- » Maintained delivery of business-critical goals by incremental implementation of newer firmwide design system components, improving user experience, consistency, and efficiency.

Fidelity Investments • Jersey City, NJ 03/2013 - 12/2017 Principal Designer, UX • Full-time

- » Led the design of 'Cinch', a budgeting app for Millennials, positioning Fidelity as a top choice for young investors and achieving our annual engagement targets in 6 months.
- » Led a team of three in transforming the 'MyMoney' website into an interactive online magazine, increasing user engagement by 50% as measured by time spent on site.
- » Innovated a chat-based financial literacy game, overseeing its design and market launch, which markedly improved financial education and engagement among young users

SKILLS

- » Agile Methodologies
- » Behavioral Design
- » Business Requirements
- » Design Leadership
- » Design Standards
- » Design Thinking
- » Documentation
- » Enterprise
- » Experience Design
- » Fintech
- » Gamification
- » Interaction Design
- » Product Design
- » Product Innovation
- » Product Validation
- » Rapid Prototyping
- » Strategy
- » Usability Testing
- » User Experience
- » User Interface Design
- » User Research
- » UX Research
- » Visual Design
- » Workshop Facilitation
- » Game-Based Learning

Hard Skills

- » Adobe Creative Suite
- » Axure
- » CMS
- » CRM
- » Cross-Functional Collaboration
- » Css
- » Emotional Intelligence

Studio Holling • New York

10/2007 - 11/2017

Interactive design studio serving financial and nonprofit sectors.

Principal, Creative Director • Part-time

- » Increased on-site engagement by 10%-30% for multiple clients through the design and development of new websites, resulting in improved user experience and customer satisfaction.
- » Significantly improved site maintenance productivity for clients by developing sites using the Wordpress content management system.

- » Figma
- » Html
- » R&D
- » Sketch
- » User-Centered Design
- » Wireframing
- » Wordpress

gigSesh • New York

07/2016 - 01/2017

Startup building a mentor network for professionals.

Advisor, Experience Design • Full-time**General Assembly • New York**

03/2014 - 12/2015

Professional development focusing on design and development skills.

Instructor, UX Prototyping • Teaching**Institute of Play • New York**

12/2010 - 03/2013

Nonprofit at the intersection of games and learning.

Sr. Experience Designer • Full-time**Wall Street Journal/Marketwatch • New York 04/2010 - 11/2010**

Financial publishing project to uplift their stock trading game.

Lead Interaction Designer, Stock Trading Game • Full-time**Soft Skills**

- » Analysis
- » Coaching
- » Collaboration
- » Communication
- » Complex Problems
- » Empathy
- » Good Sense of Humor
- » Initiative
- » Innovative Solutions
- » Leadership
- » Mentorship
- » Problem Solving
- » Strategic Thinking
- » Team Development
- » Teamwork

EDUCATION**Attended MFA Program in Playwriting**

The University of Texas At Austin

Bachelor of Science in Business Management

Clemson University