

LYLE ROHR

Experience Designer | Front End Web Developer

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survive.style

EXPERIENCE DESIGN SKILLS

Wireframes, Collaboration, Competitive Evaluation, Concept Modeling, Diagramming, Project Management, Search Marketing (SEO), Ethnography, Information Architecture, Heuristic Evaluation, Low/High Fidelity Prototyping, Interface Design, Personas, Requirements Gathering, Scenarios, Sitemaps, Sketching, Specifications, Strategy Development, Surveying, Swimlanes, Task Flows, User Flows,

TECHNICAL EXPERTISE

HTML5, CSS3, Sass, Bootstrap, Bourbon, Neat, Foundation, Javascript, React, jQuery, Git, Drupal, Wordpress, Linux, Apache, MySQL, PHP, Prototyping

SOFTWARE EXPERIENCE

Axure, Omnigraffle, Sketch, Adobe CC, Adobe XD, Panic Coda, GitHub, Emery, Google Analytics, Google Website Optimizer, Survey Monkey, Camtasia Studio, Basecamp, Jira

CLIENTS I'VE WORKED WITH

Humana, McDonald's, Motorola, CocaCola, Sharpie, Volkswagen, Nissan, Taco Bell, Weber Grills, BlueCross Blue Shield, Sears, Hasbro, Firestone Building Products, Chicago Bears, Cintas, Chicago Children's Museum, The Boy Scouts of America

EXPERIENCE

EXPERIENCE DESIGNER | FRONT-END ENGINEER

SSXD, Inc. | Chicago, IL | 2005 - Present

SSXD is my freelance consulting business that I've proudly run for about 12 years now. In case you were wondering, XD stands for "Experience Design." The "X" just makes it sound cool :)

DIGITAL STRATEGIST, UX DESIGNER

The Marketing Store Worldwide | Chicago, IL | April 2014 - March 2016

- Led and collaborated with teams developing the user experience strategy for multiple domestic and international clients including Coca-Cola, McDonald's, Nissan, General Growth Properties and more
- Led concepting, user experience design, and took part in pitching new work resulting in more than \$1MM in business from existing clients like McDonald's, Coca-Cola, and Nissan
- Played pivotal concepting role in winning General Growth Properties, the company's New Business Client in 2014
- Served as a primary player in the strategy, UX design and production of a new tech prototype for use in retail promotions designed to scan, read and submit peel-and-play game pieces

DIRECTOR, MARKETING, USER EXPERIENCE | PARTNER

GolfCliks | Chicago, IL | February 2014 - March 2015

GolfCliks is a start-up focused on building social network and targeted coupon application for golf enthusiasts

- Created an intuitive and engaging on-line environment for golfers and golf course managers
- Instrumental in authoring the company's Business Plan
- Responsible for crafting and implementing marketing initiatives to garner golfer members and coupon partners
- Responsible for conceptualizing the full experience design including user flows, wireframes, and high-fidelity comps through front-end development using HTML5/CSS3
- Collaborated with lead backend developers to stub in AngularJS framework

SENIOR DIGITAL STRATEGIST

CBD Marketing | Chicago, IL | July 2013 – April 2014

- Lead digital marketing strategy for Firestone BP and other CBD clients
- Expanding Firestone BP's digital horizons for the first time into including mobile, social, and CRM initiatives
- Leading internal initiatives to build CBD's digital offering, including the addition of Customer Intelligence (CI) to the mix.

SEO MANAGER

FCB Global (Formerly DraftFCB) | Chicago, IL | May 2011 – February 2013

- Envisioned, pitched, and ultimately lead the development and success of Draftfcb's Organic Search offering
- Successfully on-boarded 2 major clients Cox Communications and MilkPEP (got milk?)
- Contributed research and thought leadership to several new business and value add pitches for existing clients which ultimately won more business for clients like Taco Bell, Motorola and Volkswagen
- Worked hand-in-hand with the User Experience team to guide UX decisions based on overall and search strategy

WEB DEVELOPMENT MANAGER

FCB Global (Formerly DraftFCB) | Chicago, IL | June 2010 – May 2011

- Guided the technical execution digital projects ranging from \$250,000 to \$500,000 in budget for clients such as MilkPEP (got milk?), State Farm, VW, Sharpie, SC Johnson, Brown Forman and Motorola
- Lead a team of 8-10 developers of multiple disciplines often accompanied by digital partner vendors and freelancers
- Managed projects across the digital spectrum, including enterprise websites, online promotions, microsites, mobile and responsive websites, social media executions, email, CRM, display and rich media ads
- Collaborated with the User Experience team guiding decisions and ultimately impacting users' experience with the product

SENIOR MANAGER, SEARCH MARKETING

Direct Logic Solutions, Inc. | Peoria, IL | September 2007 – March 2010

Direct Logic Solutions is a direct-to-consumer marketing technology company offering advanced marketing solutions and services with strategic business consulting and traditional agency services.

- Built company's Search Marketing offering (SEO, PPC) from the ground up in 2 years
- Successfully pitched clients for integrated service offerings including the Chicago Bears, Lionel Trains, and Williams & Williams
- Primary point of contact and campaign management for more than 7 clients including Hasbro Toys and the Chicago Bears
- Worked as a cross disciplinary web designer developer for several clients including Hasbro, The Chicago Bears, Cintas, and Sterigenics

SENIOR WEB DEVELOPER

Infogenic Systems, Inc. | Peoria, IL | June 2006 – July 2007

Infogenic Solutions is a technology firm and Microsoft Partner specializing in software solutions and consulting services to help clients of all sizes collect, analyze, share and use critical business information.

- Designed, developed and supported the roster of websites for Infogenic Systems which used the proprietary CMS, CMSite.
- Collaborated to maintain and extend CMSite

EDUCATION

BACHELOR'S OF SCIENCE, COMMUNICATIONS, MULTIMEDIA

Minor: Studio Art, Graphic Design

Bradley University | Peoria, IL | 2003 - 2007