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ROB MURTHA

Hi there! Thanks for taking the time to review my resume. Here's a little about me: I'm a culture-obsessed designer that's served humans in many industries. I'm very passionate about different sectors, but most of my work has been in the public sector!

It's been very rewarding to participate in a cultural revolution, by helping the Public Sector reinterpret areas that multiple agencies can optimize to provide a more wholistic customer service experience for their users. I want to help your organization become even better!

EDUCATION & CERTIFICATIONS

B.A Graphic Design
DMAC @ Lynn University
Graduated 2010

UI/UX Product Design
Pivotal Labs @ VMware
Completed 2018

SKILLS

Technical
DevSecOps
Wireframing
Live Protyping
DevSecOps
xP
Kanban
Scrum
User-centered Design
Activity-centered Design
Customer Experience
Human Factors
Figma
Adobe Creative Cloud
Balsamiq
Material Design (Google)
Fluent Design (Microsoft)
Inclusive Design Systems
HTML
CSS
Javascript

Research
User Interviews
User Metrics Analysis
Persona Mapping
Service Blueprints
User Journey Mapping
Assumptions Tracking

Management
Stakeholder Mangement
Story Mapping
Backlog Management
Strategy Development
Roadmap Development
Team Health Tracking
Culture Champion
Large Event Facilitation
Labs / Workshops
Psychological Safety
Feedback Culture

YEARS OF EXPERIENCE

0   10   20
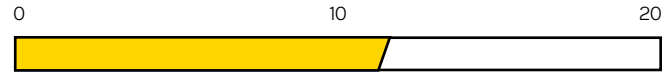
EXPERIENCE

Grassly / Co-Founder
[Present]
Led Discovery and Framing for a disruptive Landscaping Agtech Product that's focused on Diversity Equity and Inclusion, as well as Climate Impact
Designed prototype of the initial MVP informed by validated research
Conducted research in the ag/landscape domain, validated over 245 assumptions in 13 days, validated value proposition and business plan

USAF Kessel Run / Product Designer (GS-2210-13)
[2018 - 2021]
• Senior designer on 4 product teams, taking 3 of them from concept to market worth $8m
• Reduced product risk by managing research backlog consisting of over 6000 assumptions that correlated to over 300 user interview inputs and outputs
• Successfully design pipeline and scoped risk to acquire two DARPA R&D products, taking them from lab concept to a production environment
• Trained, Mentored, and Enabled over 65 designers

Abex Systems & **Peachy Data /** Product Designer
[2017 - 2018]
• Senior designer on 3 Deptartment of Justice products, taking 2 of them from inception to market worth $2.2M
• Achieved massive user adoption for DOJ Enterprise calendar tool; acquired 35,000 users in four months
• Conducted over 85 User Interviews with Federal Officers and managed our portfolio's Research / risk-reduction strategy

Radiance Technologies / Instructional Designer
[2017 - 2018]
• Designed and Instructed complex courses on technical theories that serviced over 600 students who recertified annually
• Leveraged Activities Centered Design and Activity Theory to build and measure the appropriate curriculums that aligned with our applications testing strategy to identify stovepipes and optimization opportunities
• Transitioned the organization to emote operations that saved operation costs by $100k/month, and reduced course disruption by 20%

Sierra Nevada Corporation & **MAG /** Service Engineer
[2015 - 2017]
• Tested and evaluated user experience for defense-related web applications. by isolating errors, maximizing navigation efficiency and the overall user experience
• Managed Missions and operators in support of various global conflicts
• Designed customer Experience pipeline for the operational user community, enhancing relationships tremendously, and increasing mission execution accuracy by 60%

Volunteer & Other Employment

U.S. Army
Intelligence Operator
[2010 - 2015]

**USVCC / 501(c)(3)**
Volunteer Product Designer
[2018 - 2019]

Kessel Run DEI Club
Co-founder
[2019]

Tybee Maritime Academy
Volunteer Mentor
[2018]