



# Rob Jurewicz

## Senior Product Designer

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### WORK EXPERIENCE

#### Amenities Health

##### Senior Product Designer

2024-2025

Created the design and collaborated directly with engineers on translating white-labeled native apps to the web. Delved deep into the production apps to condense and form a systematized layout framework, significantly reducing the workload on developers and QA. With many elements implemented for the first time, this design system allowed for efficient building and testing for multiple screen sizes. I also created new processes to engage engineering and other team members earlier in the design project life cycle, which helped reduce surprises and issues during the build phase.

#### CityBase

##### Senior Product Designer

2018-2024

I worked along the entire product design spectrum as a member of multiple cross-functional teams building consumer-facing fintech products for government agencies across mobile, web, kiosk, and point-of-sale. Involved in everything from the earliest user research, interviewing, and prototype testing to working directly with product management and full-stack engineers, pushing releases through to launch. I led the design side of integrating a design system across the company, bringing multiple products under one system and decreasing the time from idea to ready-for-clients by numerous months. Constantly worked to evolve design operations and tool stacks for the design team, starting with implementing and setting processes for Abstract version management for Sketch, through directing a successful complete transition to Figma. I've also been mentoring and helping level up young designers to contribute to the team at a higher level.

#### Designation

##### UX Designer & Designer-in-Residence

2017-2018

I worked with small design teams in a six-month program to expand my design skills. I performed research methods, interviews, usability testing, and created artifacts, including personas, journey maps, wireframes, and low-to-high-fidelity prototypes for clients such as Private Flight Club and Gaia Wearables. I worked in agile methods, at times leading in the role of scrum master, and developed techniques to keep my teams engaged and focused on moving forward in a sprint structure. Designation selected me as a top designer from my cohort to mentor and manage a subsequent cohort. I assisted creative directors through project management, daily stand-ups, and leading feedback sessions while simultaneously working on internal projects to improve engagement and enhance the curriculum.

#### Jack Nadel International

##### Art Director

2015-2017

Collaborated with sales professionals nationwide to concept and develop sales presentations and factory-ready designs for worldwide clients. I oversaw multiple directives to connect a nationwide design team, including creative management and mentorship. My clients have included some of the world's most prominent names, such as Facebook, Instagram, Uber, Tesla, and Red Bull.

#### RMG Mall Media/Akoo International

##### Senior Designer

2010-2014

### PORTFOLIO

#### robj.design

### SKILLS

Wireframing  
Prototyping  
User research  
User interviewing  
Surveying  
Affinity diagramming  
Usability testing  
Journey mapping  
User flows  
Persona creation  
Design Systems  
DesignOps  
UI design  
Print design  
Typography  
Identity  
Advertising  
Art direction  
Consulting  
Mentorship

### TOOLS

Figma  
Sketch  
Marvel  
Maze  
Photoshop  
Illustrator  
InDesign  
Miro  
Powerpoint/Keynote

### EDUCATION

University of  
Michigan  
School of Art  
& Design  
BFA  
2005-2009