ROBINTAFEL
PRODUCT DESIGN

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EXPERIENCE

Endless Computers, Lead Product Designer

November 2015 – March 2020 | San Francisco, CA

- Vital member of the product team, building an operating system, and technology/ education products aimed at closing the information and technology gap in emerging markets.
- Designed services and applications, reaching millions of users globally.
- Owned cross-company product initiatives, including operating system, platform improvement, user-testing, localization, and content/ app design. Carried the product cycle from strategy and concept to implementation.
- Worked with the dev team to implement and improve core features.

Hack (Coding Education for Kids), Lead Product Designer/ Creative Director

May 2018 – November 2019 | San Francisco, CA

- Headed design and product strategy sessions for Hack, an immersive game aimed at teaching kids coding, digital literacy, and digital agency skills.
- Built and lead a team of designers, illustrators, and writers from the ground up. Conceptualized and created the first release within a 4-month deadline with ongoing monthly publications.
- Lead design process to generate the product platform, core UX, and all interfaces, owning the design iteration, wireframes to pixel perfect mock-ups, and production of central features.
- Provided art/ creative direction to the design team in evolving and creating all character, environment, sound and world assets within the game.

GNOME Foundation, Contributing Designer

November 2015 – ongoing

- Contributing designer and collaborator on multiple features for the GNOME Linux graphical desktop environment, reaching millions of users globally across multiple operating systems. Collaborated on essential functions such as the app store, parental controls, and the core desktop user experience.
- Invited speaker, giving talks at open-source conferences on "*Human-Centered Design Principles*," and "*Engaging Users Through Microcopy and Communication*," empowering the open-source software community with HCD prinicples and methodologies.

Samsung Electronics UXCA, User Experience/ User Interface Designer

November 2011 – April 2015

Core team member of a team tasked to design future-looking mobile and IoT products within the 2.5-5 year range. Active in all stages of the design process from research, early UX and visual ideation to detailed wireframes and pixel perfect mockups and assets. Created spec docs and guided prototype development and testing.

freelance design practice, Lead Product and Graphic Designer

2006 – ongoing

Executed cross-medium projects for 50+ clients from conceptualization through to production.

EDUCATION

Rhode Island School of Design

BFA, Graphic Design

Providence, RI

Brooks College

AS, Graphic Design

Sunnyvale, CA

SKILLS

Human-Centered Design
User Research
Rapid Prototyping
Wiremframing
Concept Rendering
Pixel-perfect UI
Sketching
Typography
Asset Production
Icon Design
Branding
Art Direction
Right Answers
~~Wrong Answers~~
Editing

TOOLS/ TECH

Adobe Creative Suite
Sketch/ Figma
Interactive Prototypes
HTML/ CSS
Wordpress
Office Suites
Pre-Press
Digital Photography
Studio Lighting