Rob Schlegel

CONTACT

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📍 Denver, CO

ABOUT

My work combines a strong eye for visual design with a knack for untangling complex problems. I've tackled a wide range of projects from startup acquisitions to enterprise flagship products. My past experience includes leading the redesign of Shopify's checkout, and designing fresh takes on CRM and Slack experiences at Salesforce.

SKILLS

UX Design   UI Design   User flows

Product strategy   Wireframing

Storytelling & presentation   Shaping vision

Accessibility   Prototyping   HTML

Design systems   Mentorship   CSS

Organizational collaboration   Mentorship

Testing and data   System design

EDUCATION

The Art Institute of Philadelphia

Bachelor of Science, Web Design & Interactive Media

2005-2008

EXPERIENCE

Shopify

Aug 2021 – May 2023

- **Staff Product Designer**
  Aug 2021 – May 2023

Redesigned Shopify's flagship product, Checkout, processing 18% of the total world GMV, resulting in $5.7 billion per quarter increase. Developed a single new checkout framework that scales across a vast array of contexts, enabling the unification of codebases and design systems. Leveraged data and research to guide decision-making and identify areas of improvement. Collaborated with cross-functional teams, merchants, and partners to develop a new native mobile checkout solution. Set a high bar for UX craft quality by engaging as a thought leader in high impact decisions and mentoring fellow designers.

Salesforce

Aug 2016 – Aug 2021

- **Lead Product Designer**
  Aug 2020 – Aug 2021
- **Senior Product Designer**
  Apr 2017 – Aug 2020
- **Product Designer**
  Aug 2016 – Mar 2017

Drove vision on the reimagining of a CRM tool for small business. Created new ways to make common setup tasks more streamlined for novice users. Pioneered Salesforce's first ever self service purchase experience. Worked on a new Slack app for enterprise sales tool Sales Cloud to facilitate team selling and provide lightweight ways to view and update records. Implemented new features for managing customer support cases on the enterprise tool Service Cloud.

Desk.com

Jan 2015 – Aug 2016

- **UX Designer**
  Jan 2015 – Aug 2016

Developed new features for support case views, contact management, and reporting. Lead design on the Desk.com marketing site including revamped feature pages, new customer profiles, hero images, and Dreamforce conference landing pages.

Mapleton Hill Media

Nov 2010 – Jan 2015

- **Senior UX & UI Designer**
  Jul 2013 – Jan 2015
- **UX & UI Designer**
  Nov 2010 – Jun 2013

Owned design for the e-commerce sites and marketing emails of a family of outdoor brands including Kelty and Sierra Designs. Web app UI and UX for Spirent networking hardware. Designed and built an interactive touch screen application for Toyota to showcase their fuel cell hybrid technology.