

CONTACT

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📍 Denver, CO

PORTFOLIO

rschlegel.com

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

Testing and data

System design

Organizational collaboration

EDUCATION

The Art Institute of Philadelphia

Bachelor of Science, Web Design & Interactive Media

2005-2008

EXPERIENCE**ServiceNow**

Nov 2023 – Present

- **Senior Staff Product Designer**

Lead design for admin and developer experiences on the CSM platform. Operate at the intersection of systems thinking and design leadership — influencing product direction across both the CSM and primary platform teams, establishing patterns, and advocating for the technical user at the highest level. Rethink and reimagine experiences to leverage emerging AI capabilities, finding new ways to reduce complexity and amplify what admins and developers can do. Mentor designers, maintain craft standards through critique and feedback, and continuously improve team collaboration and processes. Known for translating complex platform capabilities into intuitive, scalable experiences that empower admins and developers to move faster with less effort.

Shopify

Aug 2021 – May 2023

- **Staff Product Designer**

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

Jan 2015 – Aug 2021

- **Lead Product Designer**

Aug 2020 – Aug 2021

- **Senior Product Designer**

Apr 2017 – Aug 2020

- **Product Designer**

Jan 2015 – 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.