

Eden Robbins

Lead Product Designer

📍 New York, NY

Contact

EdenRobbins1@gmail.com

EdenRobbinsDesign.com

(516) 554-7884

Skills

Design and Strategy

User-Centered Design, Design / Product Strategy, Interactive Prototyping, Wireframing, Sketching, Visual Design, Storytelling, Usability, Responsive Design,

Research and Synthesis

Design Thinking Workshop Facilitation, Qualitative & Quantitative Research, Journey Mapping and User Flows, Persona Creation, User Testing

Tools

Figma, Sketch, InVision, Adobe Creative Suite, AxureRP, MURAL, Miro, Keynote, MS Office

Certifications

LUMA Design Thinking Facilitator
Professional Scrum with User Experience
IDEO U Designing for Change
Avanade Design Research Certification

EDUCATION

Binghamton University | GPA: 3.9/4.0

Summa Cum Laude with Honors

BA in Fine Arts | Graphic Design Major

BS in Business | Marketing Major

Johnny Hart Memorial Award
(for most promising student)

Highly intuitive, analytical, and driven design leader for Fortune 500 companies. With a unique background in design, business, and technology, I turn ambiguous problems into beautiful products at scale that drive real impact and results.

Experience

Meta (Facebook) / Senior Product Designer

11/21 - Present

- Drive Product Strategy, UX, Visual Design, prototype creation, success measurement, and XFN collaboration, for products across Instagram, WhatsApp, and Facebook.
- Launched WhatsApp Insights product to >5k businesses, that resulted in increased business ROI and exceeded H2 '23 daily marketing revenue goal by 2x, at \$261k.
- Collaborated with 3 cross-functional teams to launch a \$1.3B global opportunity for a Facebook Rewards program reaching ~3 billion users.
- Launched a mobile, feature-rich rewards platform on Instagram and Facebook, for iOS and Android, that surfaced all offers across Meta's family of apps.
- Led design for Meta Pay checkout experience on Facebook, Instagram, and open web.

Avanade (Accenture/Microsoft) / UX Design Manager

5/16 - 11/21

Consulted with large-scale, global corporations while leveraging the Microsoft ecosystem, to deliver enterprise-wide digital experiences on a wide range of client-facing projects.

- Defined UX and Design Strategy and led user research while managing cross-functional global teams and collaborating with C-level clients.
- Directly managed 6 UX & Visual Designers and coached Developers through entire product design life-cycle to ensure optimal delivery and successful implementation.
- Served as strategic partner to Sales team, actualizing innovative visions through POCs and engaging storytelling, resulting in \$17M incremental revenue over 3 fiscal years.
- Facilitated more than 30 Design Thinking workshops to inform a prioritized set of business goals, high-level product roadmaps, design strategy, and scope of work.

Performance ranking in top 10% of Digital Studio Group with consecutive annual promotions:

Analyst	Sr. Analyst	Consultant	Sr. Consultant	Manager
9/16	5/18	5/19	5/20	11/21

Project Highlights:

- Led design program for global management consulting firm, managed 4+ products and 3 designers to create a suite of client-facing marketing tools.
- Led award-winning digital workplace transformation design initiative for 2nd largest healthcare organization in the U.S with 42,000+ users, resulting in 25% increase in employee satisfaction and 20% increase in employee productivity.
- Owned UX point of sales solution on large cross-functional team to create an industry-leading app for a top U.S. airline's in-flight customer service experience.

Outt by Outt, Inc. / UX & Visual Designer

12/15-6/16

- Led brainstorm sessions and conducted user interviews, that resulted in a focused set of ideas, anchored around user motivations, that informed a simplified design.
- Designed app logo and visual style guide that ensured brand consistency.
- Created high and low-fidelity prototypes that demonstrated early-stage functionality during usability testing sessions.