

# Resume

# ROBIN CRUZ

San Francisco, CA  
May 2022—Sep 2022

## Product Designer *NFT.com*

- Led the landing page redesign for desktop and mobile platforms to better educate both nft curious and literate users
- Collaborated with engineering and product to design a marketplace aggregator to save users time and money
- Accelerated design execution by integrating feedback processes and creating alignment with the wider team

## Contact

hello@robincruz.com  
robincruz.com  
linkedin.com/in/robincruz  
425.274.6904

## Skills

Interaction Design  
Visual Design  
Mobile Design  
Web Design  
Prototyping  
Wireframing  
User Research  
HTML  
CSS

San Francisco, CA  
Jul 2020—Jun 2022

## Product Designer *TradeLanes*

- Delivered 3 products for shippers and freight forwarders:
  - Booking Tool: Simplified and streamlined booking process to cut booking time by 50%
  - Documents Room: Ready-to-go document templates to help eliminate manual data re-entry and save time
  - Inventory Management: Feature to help users save time and money by organizing their inventory and keeping information up-to-date

## Tools

Figma  
Sketch  
InVision  
ProtoPie  
Framer  
Adobe Creative Suite  
Jira  
Confluence

San Francisco, CA  
Jun 2017—Current

## Freelance Designer

- Contributing to OdysseyDao—an educational tool to help onboard millions into Web3
- Headed projects for mobile and web design ranging from eCommerce, restaurants, and event management
- Designed promotional posters and flyers for events, album covers, and restaurants

San Francisco, CA  
Jun 2019—Feb 2020

## Product Designer *KeepTruckin*

- Collaborated and worked closely with product and engineering partners to generate user flows, wireframes, and prototypes
- Delivered 3 products for drivers and brokerages:
  - Smart Load Board: Marketplace for drivers to bid on future loads to increase bottom line and production
  - FMS: Freight management system to help shippers streamline supply chain operations
  - Referral Program: Redesigned KeepTruckin's mobile and web referral program to expand its user base

Seattle, WA  
Jan 2018—May 2019

## Lead Product Designer *Transmark Logistics*

- Built a shipping quote calculator to help customers save time in planning their shipments
- Led design and worked cross-functionally to deliver a task management system to help 100 dispatchers and account managers boost work efficiency
- Established processes for user research and testing across web and mobile platforms