Bobby Lloyd
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Professional Summary

Innovative User Experience Strategist with 10+ years of hands-on experience in generative research, MVP launch strategies, and revenue-building ideas. Known for creative problem-solving, adaptability, and effective collaboration with cross-functional teams, from product development to C-suite. Eager to expand expertise in UX research and product management.

Technical Skills

UI Interface Design	**HTML/CSS**	**UX Interaction Design**
User Research & Analysis	**Wireframing**	**Prototyping**
Information Architecture		**Design Systems**

Applications

Figma	**Photoshop CC**	**InVision**	**Axure**	**Zoom**
Zeplin	**Illustrator CC**	**Sketch**	**Teams**	**Salesforce**
Jira	**Aha**	**Miro**		

Professional Experience

UnitedHealth Group *Remote (July 2021 – May 2025)*

Principal UX Strategist for Optum's CRM ODDW (Optum Deidentified Data Workspace) project. Lead resource for managing UX research, architecture, and design. Was lone principal strategist on claims projects for 2 years. Lead UX resource for ground-breaking AI claim approval project.

Key Accomplishments:

- Pioneered UX presence to drive product MVP concept.
- Coordinated with UX research leads to yield maximum testing results.
- Introduced user-friendly design patterns using Figma, Axure, and Sketch.
- Worked closely with development leads to ensure design patterns were based on their React libraries
- Enhanced research efforts with rapid prototyping which also improved C-level stakeholder buy-in.
- Fostered enterprise-level synergistic relationships with all project stakeholders.
- Sole UX lead for the AI Claim Approval initiative, driving user-centered strategy and delivering all visual design assets

Goldman Sachs *Carrolton, TX (September 2019 - July 2021)*

UX/UI Strategist – I was the lead UX resource for Goldman Sachs' in-house Marcus application. I was responsible for coordinating user research, application architecture, and overall UX/UI strategy and design.

Key Accomplishments:

- Introduced internal user research process.
- Developed uniform design patterns for front-end HTML and CSS libraries which were adopted by other
- UX teams.
- Leveraged rapid prototyping to enhance stakeholder understanding.
- Built synergistic relationships with other B2B2C UX practitioners.

7-Eleven *Irving, TX (January 2019 - August 2019)*

UX/UI Lead – I was the solo resource for 7-Eleven's web-responsive, in-store ordering application (7B.O.S.S).

Key Accomplishments:

- Bridged cross-org. relationships to enhance product requirements.
- Revitalized a distressed project and established protocols for future success.
- Implemented Design Thinking strategies and user research practices.
- Delivered pitches to executive stakeholders and franchise owners.
- Built trust with front-end developers by meeting often to ensure design components were based on their React Native libraries

Aprima Medical Solutions *Richardson, TX (June 2018 - December 2018)*

UX Strategist/UI Principal – I was responsible for the company's entire portfolio which covered research, strategizing, and designing UX/UI elements for desktop, mobile, and web applications.

Key Accomplishments:

- Introduced modern UX & UI concepts to an outdated application.
- Implemented Design Thinking strategies and user research methodologies.
- Encouraged a user-empathic culture across the company.

Allstate *Irving, TX (October 2017 - June 2018)*

Senior Product Designer – I was one of a "paired" UX team in the CompoZed Lab, applying user-centered design methods in an Agile XP environment.

Key Accomplishments:

- Adapted quickly to Agile XP methodology and paired work environment.
- Led design, research, and strategy for leading Android and iOS applications.
- Managed senior stakeholders to align and maintain project expectations.
- Rescued a (swivel-chair) desktop application by uncovering obscure opportunities and significantly
- enhancing its potential.
- Worked side-by-side with developers to ensure new design components and patterns were properly integrated into their JavaScript library.

Siemens *Arlington, TX (April 2017 - October 2017)*

UX Scrum Lead, – I wore multiple hats including Product and Project Manager, Information Architect, User Researcher, UI/UX Designer, and Scrum Lead.

Key Accomplishments:

- Established UI presence in a development-led environment.
- Championed user-centric design thinking.

Amdocs (AT&T) *Richardson, TX (June 2016 - April 2017)*

Lead UX/UI Designer – I created designs for Android, iOS, and Desktop applications.

Key Accomplishments:

- Set UI standards and revitalized abandoned concepts for enterprise projects.
- Adapted quickly to department culture and management style.

FedEx *Plano, TX (December 2004 - June 2016)*

UI Designer – I cultivated and applied strong capabilities in engaging user experiences and managing design resources.

Key Accomplishments:

- Led UI/UX design for revolutionary mobile and web applications.
- Managed onshore and offshore design teams.
- Facilitated usability testing for user experience feedback.

Education

- **Bachelor's of Fine Arts**, Southern University A&M College, Baton Rouge, LA (1994-1999)
- **ITIL Foundation IT License**, Global Knowledge (2004) License GR750069705BL
- **User Experience Certification**, Neilson Norman Group (2024) Certification ID #1066137