

Ian Robinson

Location: Los Angeles Metropolitan | Email: ianrobinsonux@gmail.com

Portfolio: ianrobinsonux.com

Summary

U.S. Navy veteran and mixed-methods researcher turned interaction designer, combining research-backed insight with end-to-end design, from concept and prototyping to usability validation, across healthcare, AI, and consumer apps. Currently applying that process to Top5, a self-directed media-discovery project.

Applicable Experience

Market Research Surveyor, Sensis Agency (contracted to OCTA) | May 2026 - Jun 2026

- Conducted 300+ in-field surveys of OCTA bus riders across Orange County, adapting delivery across language, literacy, and technology-comfort barriers to maximize response quality
- Identified qualitative equity gaps invisible to the quantitative dataset, including how mandated ZIP code fields excluded unhoused and transient riders, publishing findings in an independent analysis beyond the contracted deliverable.

UX Researcher, Anchovy | Lifestyle | Apr 2025 - Dec 2025

- Redesigned onboarding using gamification (endowment effect, progress visualization) to clarify key actions and reduce early churn, forecasting a 15% activation lift among ~3,000 users
- Translated qualitative and quantitative data into strategic narratives for cross-functional teams to inform product decisions and improve user experience

UX Researcher/Designer, Maetri | Healthcare | Feb 2025 - Jun 2025

- Led design and research for Care Story, an AI-powered caregiver support platform using crowdsourced and family medical data, helping secure initial investor funding and validate product-market fit
- Conducted mixed-methods research projecting a 30% cut in caregiver admin time and a 10–15% drop in denied claims via standardized documentation

UX Researcher, Weljo | WorkTech | Oct 2023 - Nov 2024

- Partnered with Claremont Graduate University's GIT Lab to support an employee experience platform in investigating remote workplace dynamics to identify strategies for improving team cohesion
- Co-designed survey methodology to assess collaboration effectiveness among remote workers, delivering findings and recommendations through 2 formal stakeholder presentations

Top5 (Personal Project) — Media Recommendation App | Jan 2026 - Mar 2026

- Led end-to-end interaction design for a friend-based media discovery app, from competitive desk research (16 apps) through four iterated concept directions to a high-fidelity Figma prototype
- Applied cognitive design principles (Hick's Law, Miller's Law, Fitts' Law) to structure navigation, filtering, and content density decisions
- Built a documented design system with WCAG 2.2 accessibility compliance, structured for developer handoff

Other Experience

Signals Intelligence Analyst, United States Navy | Oct 2012 - Jul 2019

- Operated multi-sensor electronic intelligence and warfare systems to evaluate and disseminate time-critical intelligence, providing technical guidance and insights-driven presentations in support of national security and multi-domain military operations.

Education

MDes Interaction Design (Current)

ArtCenter College of Design | Expected Aug 2027

M.A. User Experience, Applied Cognitive Psychology

Claremont Graduate University | Conferred May 2025 | GPA: 3.77

B.S. Psychology

University of Dayton | Conferred May 2023 | GPA: 3.67

Skills

Product Development:

End-to-End Product Development, Figma Prototype Development, Wireframing, Design System,

UX Research & Design Methods:

Usability Testing, User Interviews, Survey Production, User Persona Development, Affinity Mapping, Qualitative Data Analysis, Competitive Analysis, SWOT Analysis, Card Sorting, A/B Testing, WCAG-compliant Inclusive Design, Van Westendorp Analysis (Familiarity)

Data Analysis:

T-test, Chi-Square, ANOVA, Regression

Tools

Figma, Mural, Miro, R, RStudio, Qualtrics, Dovetail, Python, HTML, Slack, Google Suite, GIMP, Cursor, Claude, Google AI Studio, Canva, Tableau (familiarity)