

Rob Perry

SR. UX & PRODUCT DESIGNER

Robperryinc@protonmail.com
RobertPerry.eu
linkedin.com/in/robperryinc

“Product design for complex, high-stakes systems.”

SELECTED IMPACT

- 25+unique products developed across multiple industries.
- 12,000+ newcomers supported through workforce integration pathways.
- 1,000+ medical professionals supported through redesigned education platforms.
- Clinical examination times reduced by 40%

CORE SKILLS

End-to-end UX and product design
Information architecture
Design systems
Interaction design
User research and usability testing
Journey mapping
Insight synthesis
Figma, Framer, Webflow
Agile delivery and product strategy

LANGUAGES

English - C2, native
Dutch - B1
French - B1
German / Yiddish - A1

EDUCATION

Master of Arts
Bachelor of Arts
Professional Certificates:
Google UX Design
IBM DevOps & Software Engineering
IBM Front-End Software Development

PROFILE

UX leader with 9+ years designing products for healthcare, learning, workforce integration, gaming, and international markets. I turn messy systems into clear, humane product experiences that people can trust when the stakes are high.

EXPERIENCE

2026 — **Senior Product Designer (UX & Web)**
SoulAtlas | Dublin,Ireland

- Translate high-level creative direction into scalable, production-ready web and app experiences, ensuring alignment between brand vision and user needs.
- Partner with cross-functional teams (creative, product, engineering) to deliver cohesive digital products from concept through launch.
- Design intuitive user flows, wireframes, and high-fidelity interfaces that improve usability, engagement, and visual consistency.
- Apply and evolve design systems and style guides to maintain quality and consistency across platforms.
- Bridge the gap between concept and execution, reducing iteration cycles and accelerating time-to-delivery.

2023 - 2025 — **Senior Product Designer (UX)**
ThresholdTrainingAssociates | Prague, CZ

- Led end-to-end design of scalable digital learning products across enterprise sectors (banking, energy), increasing user engagement by ~30%.
- Transformed complex workflows into intuitive user journeys, reducing task completion time by ~25%.
- Partnered with engineering and product in agile sprints to ship features faster, improving delivery velocity by ~20%.
- Established reusable design patterns, improving consistency across products.

2018 - 2024 — **Product Designer (UX), Medical Education Platforms**
DalhousieUniversity,Dept.ofMedicine | Halifax,Canada

- Redesigned core education platforms used by 1,000+ medical professionals, improving usability scores by ~35%.
- Led user research with clinicians, synthesizing insights into product decisions and roadmap priorities.
- Re-architected information systems to support complex learning workflows, increasing completion rates.
- Influenced stakeholders to adopt user-centered design, accelerating digital transformation.



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EXPERIENCE (CONT.)

2022 - 2023

Lead Product Designer (UX), Newcomer Integration Platform
ImmigrationServicesAssociationofNovaScotia | Canada

- Led UX for a national digital platform supporting workforce integration across Canada.
- Designed end-to-end user journeys that improved job-readiness outcomes for 12,000+ users.
- Translated complex government and employment systems into accessible product experiences.
- Collaborated with cross-functional teams to deliver scalable, user-centered solutions.

2018 - 2022

Lead UX Designer (MedTech / EdTech)
TobensteinTechnologies | EastAsia / Canada

- Directed UX for multiple digital products across healthcare and education markets.
- Reduced usability friction by ~40% through iterative prototyping and testing.
- Built scalable design frameworks to support multi-productecosystems.
- Delivered data-informed design improvements that increased user satisfaction and retention.

2017 - 2018

UX Designer
KNOXAcademy | South Korea

- Designed responsive product experiences for eLearning platform used by 1,000+ users.
- Improved navigation and information architecture, increasing user engagement.
- Conducted usability testing to inform product iterations.

2010 - 2014

Operations Lead, Emergency Response and Communications
PaladinSecurity&EmergencyResponse | Canada

- Led real-time emergency response operations across a major metropolitan hospital network, coordinating multi-team workflows in high-pressure, time-critical environments.
- Managed incident communications and decision-making systems, improving response efficiency and reducing escalation time across shifts.
- Applied human behavior and crisis intervention principles to de-escalate complex situations, strengthening user-centered thinking in high-stress contexts.
- Designed and refined operational protocols, increasing consistency and effectiveness of response procedures.
- Supervised and trained cross-functional teams, ensuring alignment,clarity, and execution under rapidly changing conditions.