

# Robert Gallo

## Product Design Lead

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**Product Design Lead** with extensive experience driving end-to-end product design across UX and UI, and partnering closely with frontend engineering to translate design systems into production-ready consumer and enterprise platforms. Proven track record of translating research, analytics, and generative AI insights into measurable product outcomes.

**AI & Design Philosophy:** Leveraging human-centered AI to accelerate prototyping, inform design decisions, and create accessible, scalable user experiences.

## Experience

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| <p><b>10X Health Systems via Conquered Heights</b>, Lead Product Design Engineer</p> <ul style="list-style-type: none"><li>Led product design and frontend delivery for 10X Health Systems <b>\$100M e-commerce platform</b>, creating a scalable <b>Figma design system with alias variables</b> and shipping production UI via <b>HTML, CSS/SCSS, and JavaScript</b> within the company CMS.</li><li>Re-architected frontend and environment baselines (prod/staging/backend) using <b>CSS variables, mixins, and caching optimizations</b>, reducing page-load time by <b>30%</b> and improving long-term maintainability.</li><li>Directed UI/UX across <b>four flagship products</b>, combining user interviews, GA4 analysis, and <b>locally deployed LLMs</b> to synthesize insights; delivered new personas, journeys, and GTM tagging that <b>lifted conversion goals by 15%</b>.</li><li>Led AI-assisted branding and visual initiatives, producing <b>Midjourney imagery, Sora 2 video prototypes, and AI-assisted copy</b>, contributing to four product launches and a <b>20% increase in marketing-qualified leads</b>.</li><li>Defined product roadmaps and facilitated executive workshops, elevating internal <b>product maturity scores by 48 points</b> and strengthening cross-functional alignment.</li></ul>   | <p>Monterey, CA (Remote)<br/>Apr 2025 – Dec 2025<br/>9 months</p>           |
| <p><b>PlayOn! Sports (GoFan, NFHS Network &amp; MaxPreps)</b>, Product Designer II</p> <ul style="list-style-type: none"><li>Redesigned the end-to-end GoFan <b>consumer ticketing experience</b> (native + web) supporting a <b>\$70M business, 50M annual tickets</b>, and <b>259K+ events</b> contributed to <b>23% YoY growth</b>.</li><li>Led UX for GoFan Box Office <b>enterprise ticketing platform</b> adopted by <b>8,000+ schools</b>, powering <b>30M+ tickets annually</b> with improved usability and operational efficiency.</li><li>Designed the unified <b>finance and compliance Financial Hub</b>, partnering with FinTech leadership and audit teams to define schemas, reporting systems, and proactive compliance workflows.</li><li>Launched the redesigned GoFan mobile app (iOS + Android), achieving <b>80K+ downloads in 3 months</b>, a <b>4.8★ rating</b>, and a <b>20-point NPS increase</b> through improved onboarding.</li><li>Built design systems and leveraged <b>machine-learning automation pipelines</b> to analyze thousands of customer-support tickets, feeding insights into personas and roadmaps and reducing feature rework by <b>25%</b> and <b>cutting research time by ~50 hrs/year</b>.</li><li><b>Designed</b> MJML email templates in SendGrid, integrating fan-app data; <b>open rates increased 18%</b> and <b>click-through 5%</b>.</li></ul> | <p>Alpharetta, GA (Hybrid)<br/>Jan 2022 – Apr 2025<br/>3 years 4 months</p> |

## Color Atoms (Boutique digital-agency), Owner & Lead Designer

Atlanta, GA (Hybrid)

Oct 2015 – Sept 2023

8 years

- Built and operated a boutique digital agency delivering **90+ websites** across SMB and e-commerce clients; led design, engineering, and marketing delivery end-to-end.
- Led UX/UI strategy, information architecture, and branding for service and commerce platforms using **Figma and Sketch**, consistently delivering scalable, conversion-focused experiences.
- Implemented privacy-focused infrastructure and ML-enabled systems for internal operations, reducing recurring expenses by **60%**.
- Defined discovery, roadmaps, and delivery processes from kickoff through post-launch support, achieving **95% client retention**.

## Core Competencies

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AI-Assisted Product Design & Automation • Product Design Leadership • Design Systems & Scalable UI

User-Centered Design • UX Research & Experimentation • Human-Computer Interaction

Information Architecture & User Journeys • Wireframing & Prototyping

Accessibility & Inclusive Design (WCAG) • Data-Informed Design Decisions

Cross-functional Collaboration • Design-to-Engineering Handoff

## Technical Skills

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**Design & Prototyping:** Figma, FigJam, Sketch, Penpot

**AI & Prompt Engineering:** OpenAI GPT, Midjourney (text-to-image generation), Sora 2 (text-to-video generation), LM Studio (Ollama, MLX-LM)

**Design-to-Engineering:** HTML, CSS/SCSS, JavaScript, React

**Research & Analytics:** Hotjar, Maze, Google Analytics (GA4), Google Tag Manager

**Accessibility:** WCAG 2.0, 2.1, 2.2 (A, AA, and AAA)

**CMS & Platforms:** Custom WordPress, Webflow, Shopify

**Collaboration & Delivery:** Slack, Jira, Confluence, Asana, Git

## Volunteer & Leadership Experience

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### South Carolina Department of Corrections via Academy of Hope

Apr 2019 – July 2019

Web Design Lead and Recidivism Reform Advocate & Volunteer

- **Championed** strategy, design, and development of an internal web portal to modernize workflows.
- Led weekly design fundamentals workshops for **15 inmates**, supporting skill development and rehabilitation.

### Yoga 4 Philly 501(c) (3) Local Community Outreach Non-profit

June 2022 – Oct 2023

Volunteer Product Designer

- Created brand guidelines and a responsive website, increasing online donations by **15%**.

## Education & Professional Development

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### A.A.S UX Design Institute, Professional Diploma in UX/UI

Dublin, Ireland

(In progress, paused due to pandemic)

Jan 2021

- User-centered design methodologies and UX research fundamentals.
- Information architecture, interaction design, and usability testing.
- End-to-end UX process from discovery through validation.

**Self-Directed**, Generative AI & LLM Study

Jan 2022 – present

Ongoing independent study and applied experimentation.

- AI-assisted design workflows and prompt engineering.
- Local LLM deployment and evaluation (Ollama, LM Studio, MLX-LM).
- Applying generative AI to research synthesis, prototyping, and design systems.

## Professional Training & Certifications

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**Building Trust through Competency, Empathy, and Authenticity (Brenda Bailey-Hughes)**

LinkedIn Learning

July 2024

Leadership and communication training focused on trust-building and cross-functional collaboration.

- Strengthening credibility, empathy, and authenticity in professional leadership contexts.

**KnowBe4 Security Awareness Series**

Online

Security and privacy awareness training for safeguarding data and preventing social engineering.

Feb 2022 – Mar 2023

- Creating strong passwords and credential hygiene.
- Privacy and information safeguarding best practices.
- Identifying and avoiding phishing and social engineering attacks.