

Robert Wollmann

SENIOR PRODUCT DESIGNER • SYSTEMS DESIGN • PLATFORM ARCHITECTURE • AI PRODUCT DESIGN

ROBERTWOLLMANN.COM / RRWOLLMANN@GMAIL.COM / (586) 344-5314 / LINKEDIN.COM/IN/ROBERT-WOLLMANN-98225825

PROFILE

Senior Product Designer specializing in systems design and platform architecture, with five years scaling ecommerce experiences at Converse (Nike, Inc.) and a track record shipping AI-native products solo, including an OCR-to-LLM pipeline that answers questions from a user's own data. Blends systems thinking, behavioral insights, and experimentation to turn ambiguous problems into scalable, data-informed design.

CORE SKILLS

- ◆ Systems Design & Platform Architecture
- ◆ Design Systems & Scalable UI
- ◆ Ecommerce Experience Design
- ◆ Data-Driven UX Design
- ◆ AI Product Design (LLM & OCR Interfaces)
- ◆ 0 → 1 Product Development
- ◆ A/B Testing & Experimentation
- ◆ Usability Testing & Customer Research

EXPERIENCE

Senior Product Designer (UX) • Converse (Nike, Inc.)

BOSTON, MA (REMOTE)
JAN 2021 – JUN 2026

- ◆ Owned experience design for core shopping journeys on Converse.com, including product discovery, navigation, and product detail experiences serving millions of customers.
- ◆ Designed and evolved components within the Converse Digital Design System and Page Builder Kit to support scalable global layouts and merchandising campaigns.
- ◆ Partnered with product, engineering, analytics, and merchandising teams to define requirements, constraints, and success metrics for commerce initiatives.
- ◆ Drove data-informed design through experimentation and A/B testing, translating insights into UX improvements that reduce friction and improve conversion.
- ◆ Applied systems thinking to complex commerce challenges including promotions, inventory constraints, regional pricing, and personalization.

Senior UX Designer • Loves Furniture

ROYAL OAK, MI (REMOTE)
JUL 2020 – JAN 2021

- ◆ Designed mobile-first ecommerce experiences that reduced friction across the shopping journey.
- ◆ Led experimentation program, defining test hypotheses, designing variations, and sharing results to drive data-informed decisions.
- ◆ Helped establish the digital design system and style guide to ensure sitewide visual and interaction consistency.

EXPERIENCE

UX Manager • Art Van FurnitureWARREN, MI
DEC 2018 — MAR 2020

- ◆ Led UX initiatives for a large-scale ecommerce platform delivering research-driven mobile-first experiences.
- ◆ Developed customer journey maps to understand shopping behavior across digital touchpoints.
- ◆ Designed workflows, interaction models, and prototypes aligning creative, content, and engineering teams.
- ◆ Established design system standards and implemented experimentation and usability testing processes to support a "test-first" product approach.

UX Designer • Art Van FurnitureWARREN, MI
JUL 2017 — DEC 2018

- ◆ Designed wireframes and prototypes informed by user research and analytics insights.
- ◆ Implemented homepage redesign that increased clickthrough rate 84.9%.
- ◆ Redesigned promotional Sale page, increasing clickthroughs 45%.

Sr. Website Designer • Art Van FurnitureWARREN, MI
JAN 2015 — JUL 2017

- ◆ Led mobile website redesign initiative.
- ◆ Designed, developed, and launched multiple promotional campaigns.
- ◆ Designed and developed multiple cart and browse email campaigns.

INDEPENDENT PRODUCTS

Oddsby • AI-Native Sports-Betting Analytics

SOLO — DESIGN & BUILD

- ◆ Bet-tracking and analytics for sports bettors, not a sportsbook, with an OCR pipeline (Tesseract.js) that turns a bet-slip screenshot into structured data, plus automated settlement and closing-line value tracking.
- ◆ Designed and built an OpenAI-backed natural-language "Ask Engine" that answers questions grounded in a user's own betting history, not generic model output, alongside a library of 60+ sport- and prop-specific predictive models.

Daily Meow • Private Social App

SOLO — DESIGN & BUILD

- ◆ Invite-only photo and video feed for family, with algorithmic daily highlights and two built-in multiplayer games. Designed and built end-to-end.

Admit One • Concert-History Dashboard

SOLO — DESIGN & BUILD

- ◆ Personal concert-history dashboard with heatmaps, tour-map route replay, a genre leaderboard, and a memory wall, backed by Postgres and real authentication. Designed and built end-to-end.

EDUCATION

Media & Communication Arts • Macomb Community College WARREN, MI • 2006 – 2008

PROFESSIONAL ACHIEVEMENTS

Accessibility Fundamentals — Disabilities, Guidelines & Laws • Deque University JULY 2019

UX & Usability • Speero JUNE 2017

TOOLS

FIGMA / SKETCH / PRINCIPLE / ADOBE CREATIVE SUITE / OPENAI API / SALESFORCE / HTML /
CSS / JAVASCRIPT