

# ROB R. STOUT

970.581.2133 • rob.stout@gatech.edu • robbystout.com • linkedin.com/in/robbystout

## EDUCATION

---

### GEORGIA INSTITUTE OF TECHNOLOGY | GPA: 4.0

Atlanta, GA

#### Master of Business Administration (MBA) — Scheller College of Business

June 2023

- *Involvement:* Amazon Sustainability Case Competition (1<sup>ST</sup> Prize), Entrepreneurship Club, Women in Business

#### Master of Industrial Design — College of Design

June 2023

- *Involvement:* Convergence Innovation Competition (1<sup>ST</sup> Prize), Create-X Alumni 2021
- *Product Development:* Formed and led a team through the design thinking process to build a working prototype and validate product market fit for a wearable keyless entry system called fobbr.

### CALIFORNIA POLYTECHNIC UNIVERSITY

San Luis Obispo, CA

#### Bachelor of Science: Economics — Concentration: Finance; Minor: Statistics

June 2008

- *Involvement:* American Marketing Association (Director of Social Activities), Sigma Pi Fraternity (Founding Father), Friends Outside Visitors Center Children's Activity Program, Apple Promotions (Founder)

## EXPERIENCE

---

### ACORN DESIGNS, LLC.

Remote

*Owner, User Experience Designer*

April 2019-Present

- Founded Acorn Designs to help businesses grow by driving strategy, branding, design, marketing, pricing, payment processing, and MVP deployment. For one client, drove year over year growth of 87% and 71% respectively over 3 years
- Orchestrated product/process optimizations with a user centered design focus that create a delightful user experience

### IMPEKABLE, INC.

San Jose, CA

*User Experience Designer*

October 2017-August 2018

- Designed mobile applications and websites that focused on visual aesthetic, ease of use, conversion, and other aspects of UI design
- Collaborated on rebranding and web store redesign for Central Department Stores to increase site conversion and elevate the online store experience resulting in more efficient purchase funnel though an easier to navigate site and improved UX
- Drove implementation of a 24/7 design cycle for an international team of 4 resulting in ~2x increase in project output

### SIBI, INC.

Fort Collins, CO

*Founder*

March 2015-October 2017

- Sibi is a shopping app based on an affiliate revenue model allowing influencers to monetize without brand contracts
- Developed business model, created and negotiated legal agreements, evangelized brand with a goal of \$250,000 in seed funding
- Designed, prototyped, and user-tested resulting in the creation of a mobile application and deployment of website (sibi.io)

### WOMEN'S CLINIC OF NORTHERN COLORADO

Fort Collins, CO

*Strategist, User Experience & Service Designer*

July 2016-January 2017

- Hired and trained a team of four researchers to conduct qualitative user interviews, research synthesis, persona creation, and journey mapping with the goal of identifying existing issues with user experience both digitally and non-digitally
- Conducted a quantitative study using a stratified random sample of 10K WCNC guests to validate the qualitative user interviews and measure Net Promoter Score (NPS) resulting in a prioritized list of enhancements to improve the digital and physical user experience
- Developed SEO strategy, optimized guest communication, built a guest experience strategy with KPIs, and developed a marketing strategy resulting in a strategy presentation to the Executive Committee

### ICRACKED, INC.

Redwood City, CA

*VP of Customer Experience*

June 2014-January 2015

- Conducted research resulting in the design of a web platform to support technicians with forecasting and automated inventory replenishment, aggregating and tracking customer interactions, simplifying marketing deployment, and synthesizing financial data
- Redesigned the schedule platform to streamline communications between call center and technicians while increasing conversion
- Designed marketing automation flow to optimize communications resulting in increased user experience via Net Promoter Score

### APPLE, INC.

Cupertino, CA

*Project Manager, Finance Associate*

June 2007-June 2014

- Researched opportunity and defined strategy for BRIC geo expansion, presented findings and strategy to the CFO
- Conducted business analysis of 186 carrier contracts to discover strategies for iPhone resulting in leverage increasing carrier sales
- Led a cross function effort between CFO, legal, and records retention leading to a \$4M reduction in expenditures over 6 years
- Managed a \$1.2M global purchase-to-pay system implementation with ~75 stakeholders resulting in a scalable solution

## ADDITIONAL INFORMATION

---

*Design Skills:* Design Thinking, User Research, Ideation, Wire-framing, Prototyping, User Testing, Product Design, Service Design

*Business Skills:* Entrepreneurship, Project Management, Strategy, Marketing, Finance, Monetization, Product Management

*Software:* Sketch, InVision, Abstract, Zeplin, Flinto, LucidChart, Asana, Trello, Keyshot, Fusion 360, Adobe CC, Google Analytics

*Awards:* 2021 European Product Design Award (Gold), 48 Hour Repack (Best Out of the Box Thinking), Dean's List