ROBERT MOHNS

USER EXPERIENCE RESEARCH, STRATEGY, AND DESIGN

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Unbiased, data-driven user experience expertise, deeply informed by my technical foundation and design education

My consumer & B2B work leverages UX to dramatically increase customer sign-ups, MQL lead generation, and product sales

I provide effective thought leadership, ranging from blogs ranking in Google's top 3 results, to creating and delivering seminars and talks for large groups

I've lead dozens of award winning projects for clients including JetBlue, Marriott, RSA Security, Rapid7, Atlantic Broadband, Barnes & Noble, Texas Instruments, and Motorola

Proven Skills & Capabilities

- UX Research, Strategy, Design
- Stakeholder Interviews & Workshopping
- Data Analysis & Reporting
- User Testing
- User Interface Design
- Accessibility & Compliance
- Content Strategy
- Conversion Optimization
- Lead Generation
- SEO
- Digital Advertising

www.robertmohns.com/portfolio

www.robertmohns.com/writing

EXPERIENCE

UX & Analytics Consultant   **2023 – present**

Work with select clients to provide a mix of user experience and data analytics expertise. Clientele includes national B2C brands, financial and healthcare organizations

Director of Digital Experience, 3 Media Web   **2021 – 2022**

Lead agency team of digital strategists providing retainer-based marketing and digital experience support to a variety of clients in the consumer, B2B and non-profit spaces

- + Doubled SQLs for security startup year over year
- + Created social media strategy for an international humanitarian aid NGO to grow direct-from-consumer online fundraising
- + Lead & mentor junior staff and provided UX consulting across the agency
- + Work with clients' senior management to define/plan their digital marketing needs, goals, strategies, tactics, KPIs, and controls
- + Provide thought leadership for agency by giving seminars at professional development events
- + Professionalize the presentation and reporting of the agency's DX & marketing work

UX Researcher, Imarc, Amesbury, MA   **2018 – 2021**

Lead user experience activities of UX & digital marketing departments. Quantitative & qualitative research, prototyping & wireframing, data analysis and reporting, workshops. Training & education seminars for clients, partners and agency staff. Mentor strategists and digital marketing specialists.

- + +400% sales leads for global fintech company
- + +87% consumer leads for multi-national child care provider
- + +44% conversion rate for cybersecurity company
- + Establish design systems, patterns and assets to accelerate UX analysis, solutions, and deliverables

- + Recommend UX concepts and experiments based on academic psycho-social research
- + Design and analyze qualitative (*e.g. interviews, user testing, contextual inquiry, card sort*) and quantitative (*e.g. surveys, metrics analysis, instrumented UI*) research for B2C & B2B clients
- + Distill findings into easily digestible formats for executive audiences
- + Build and maintain positive relationships with a variety of demanding, high-touch clients
- + Direct cross-functional work with strategists, UX designers, writers, and engineers
- + Teach topical seminars on subjects such as Google search updates, conversion optimization techniques, and applying cognitive models to directing user behavior

Lead Strategist, Content and Digital Marketing, Imarc, Amesbury, MA   2015 – 2017

Create new client services in digital marketing, content strategy, and SEO, growing agency revenue by >10% YOY. Manage client stakeholders at C-suite, VP, and Director levels to translate business needs to marketing strategies.
- + +69% online orders for consumer broadband provider
- + +47% search traffic for security technology firm
- + +115% search traffic, +25% Google SERP clickthrough rate for manufacturing firm
- + Thought leadership and blogging, responsible for improving Google rankings to page 1
- + Lead & mentor junior staff and provided UX consulting across the agency
- + Develop data-driven content strategies that complement clients' business strategy and brand
- + Develop lead scoring and nurturing practices supporting clients' buyer journeys
- + Mentor and managed staff in best practices of digital marketing, UX and content strategy

Lead Strategist, Imarc, Amesbury, MA   2010 – 2014

Created UX practice for agency. Led discovery and planning processes across client teams; created content strategies, functional requirements, site architectures and wireframes.
- + Test and refined mobile-first website content architectures, navigation paths, and page layouts
- + Define functional requirements, including content maps, wireframes, and interactive prototypes
- + Mentor junior staff in best practices for mobile & web usability, content and client management

Information Architect, Imarc, Amesbury, MA   2005 – 2009

Discover & define client needs and project scope, create budgets & proposals with sales team
- + Doubled new-business revenue in three years as part of sales team
- + Leveraged IT Security industry network to gain agency entry into security and technology markets

Web Architect, nCipher, Woburn, MA   1999 – 2004
Senior Systems Manager, Jobs for the Future, Boston, MA   1997 – 1998

TECHNOLOGIES

- Design: Adobe XD, Sketch, Figma, Photoshop, Illustrator, Lightroom
- Marketing & CRM Tools: HubSpot, Marketo, SalesForce
- Web Tech: Google Tag Manager, Algolia, AWS, Azure, PHP, HTML5, CSS3, JS, git, Mercurial
- CMS: Craft, Drupal, SiteCore, WordPress
- Miscellaneous Platforms: Google Docs suite, Microsoft Office, Keynote, Mac/Windows/Linux/FreeBSD/Solaris, iOS/Android

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