

Bob Bartels

Experience Designer

I lead and collaborate to design experiences, products, and services that improve people's lives.

-  bobbartels.com
-  linkedin.com/in/bbartels
-  bobbartels@gmail.com
-  785-766-5724

Recent Experience

Ford Pro

Senior UX Designer

Oct 2024 – present | Remote

- Led end-to-end design strategy for high-impact commercial fleet software, balancing complex business goals, technical constraints, and user needs across a web-based SaaS serving a billion-dollar platform
- Guided and mentored cross-functional design teams, evangelized human-centered design principles, maintained design system consistency, and drove accessibility across multi-product portfolios to help launch the 0-1 redesign of the new Ford Pro auth space
- Leveraged data-driven insight and systems thinking to concept, test, and launch scalable digital solutions, integrating quantitative analytics with qualitative research to optimize user experiences

ADPList.org

Volunteer Mentor

Nov 2023 – Present | Remote

- Mentored young designers on UX career paths and professional development
- Recognized as a Top 1% ADPList Mentor in Design Dec 2023 – Feb 2024

Home Depot (contract)

Senior Service Designer

Oct 2022 – Dec 2023 | Remote

- Led program-level B2C service design initiatives within the Home Services CX group
- Delivered service design assets, recommendations, and design strategy for future implementation across more than 400 Home Services in over 2,300 stores

Ford Motor Company

Lead UX Strategist

Dec 2020 – Oct 2022 | Hybrid

- Led the UX strategy for connected vehicle camera products by defining research plans, user needs, and project scope with global teams including product owners, engineers, vehicle programs, and SMEs
- Received 2020 Ford Systems Engineering Innovation Award

Lead UX Designer

June 2019 – Dec 2020 | Hybrid

- Led UX design & research initiatives to define ideal physical and digital solutions for the 2024 Mustang by developing project scope and direction in collaboration with the vehicle team, Ford Performance, Ergonomics, Vehicle Engineering, and SMEs
- Delivered a UX strategy, high-level design concepts, information architecture, wireframes, and interactive prototypes
- Mentored five junior designers to foster growth as designers and professionals

Focus

Design

- Omnichannel UX & HCI
- Phygital Experiences
- Design thinking & methods
- Rapid prototyping
- Ecosystems & frameworks
- Human factors & ergonomics

Research

- Applied ethnography
- User interviews
- Qualitative & Quantitative analysis
- Opportunity definition
- Workshop facilitation

Leadership

- Design management
- Strategy & planning
- Team & culture growth
- Cross-functional stakeholder engagement
- Mentoring & professional development

Tools

- Miro
- Figma
- Axure
- dScout
- Qualtrics
- Jira
- Adobe suite
- Office 365
- Intermediate HTML & CSS
- SketchUp
- Fusion
- AutoCAD

Past Experience

Ford Motor Company (continued)

Interaction Designer

June 2017 – June 2019 | On-Site

- Hired to modernize Ford’s UX approach by utilizing a more agile user-centric design methodology
- Owned the blue sky UX strategy for a connected product suite tailored to the hard-core off-road enthusiast in the new 2021 Bronco and defined project direction through collaboration with the FordPass app team, Ford Performance, Bronco program, engineering, and SMEs

PR Newswire / Cision

UX Designer

Sept 2015 – June 2017 | Denver, CO

- Led the redesign of all global-facing PR Newswire websites including US, Europe, and EMEA variants, increasing visibility by an average of 1,000,000 unique visitors per month by collaborating with global product owners and dev teams in an agile setting

Bob Allen Design, LLC

Owner, Design Lead

July 2010 – May 2017

- Designed products, experiences, and services for small businesses in cooperation with founders, engineering teams, subject matter experts, and marketing professionalsMiller Signs, Inc.

Design Manager

July 2012 – April 2015 | Kearney, NE

- Led the restructure of the design management processes to improve the delivery of signage products, improving revenue by 22% in my first year and 45% my third year

University of Kansas School of Architecture, Design, & Planning

Graduate Teaching Assistant

January 2011 – May 2012 | Lawrence, KS

- Designed and taught a course on interactive exhibition design to a class of twenty students, demonstrating practical design applications in real-world design

University of Kansas Center for Educational Testing and Evaluation

Interaction Designer

August 2011 – March 2012 | Lawrence, KS

- Developed and integrated interactive features to improve SaaS function and usability through use of HCI design expertise, eventually growing to a system used in eighteen states by 2013

Heartland Scenic Studio

Design Engineer

June 2007 – August 2010 | Omaha, NE

- Touched all aspects of the build process from project design and management to final assembly and installation, helping to increase revenue by over 40% during my tenure with the organization

Education

KU School of Architecture, Design, & Planning

MA, Design Management

2010 – 2012

Concentration: User Experience

- 2012 KU magna cum laude graduate
- 2010 – 2012 KU Dean’s academic list
- 2011 KU Graduate Teaching Assistant appointment

KU School of Fine Arts

BFA, Industrial Design

2003 – 2006

Concentration: Social Sciences

University of Nebraska - Lincoln

General Studies

2001 – 2003