

Robert Barion

Ui/Ux Designer

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Summary

Senior UX/UI and Product Designer with expertise in human-centered design (HCD), design systems, and Agile collaboration across web and mobile platforms. Highly experienced in shaping product strategy and working cross-functionally with stakeholders to drive client impact.

Skillset

Core Expertise in User Experience (UX) and Design

My foundational expertise lies in crafting exceptional User Interface (UI) experiences across both web and mobile platforms, ensuring intuitive and engaging interactions for all users. This is underpinned by a deep commitment to Human-Centered Design (HCD) and User-Centered Design (UCD) methodologies, including the application of relevant UX laws.

Strategic Design and Architecture

I possess extensive experience in developing and governing comprehensive Design Systems, which serve as single sources of truth for components, styles, and guidelines. This focus on systematization drives consistency, efficiency, and scalability across large-scale products and teams. A critical aspect of my work involves meticulous Information Architecture (IA), structuring content and navigation to be logical and easily discoverable, directly supporting a superior user experience. Furthermore, I ensure all designs adhere to the highest standards of Accessibility, making products usable by people of all abilities and meeting regulatory compliance (e.g., WCAG).

Practical Execution and Prototyping

My technical proficiency includes advanced skills in wireframing and high-fidelity prototyping using industry-leading tools like Figma. I leverage Figma not only for design creation but also for the development and maintenance of robust Design Systems via Figma Libraries, facilitating collaborative and streamlined workflow.

Skillset

continued

Research, Testing, and Continuous Improvement

I employ a rigorous approach to validation through Usability Testing and A/B Testing, translating empirical data into actionable design improvements. My research capabilities extend to both Quantitative and Qualitative Research methods, allowing for a holistic understanding of user behavior and motivations, informing strategic design decisions.

Process, Management, and Collaboration

I am highly proficient in embedding UX best practices within Agile frameworks (Scrum/Kanban), ensuring seamless integration of design into the rapid development lifecycle (Agile UX). A key strength is the ability to drive efficiency through Process Creation and Documentation, formalizing workflows for design, research, and collaboration. Complementary to my technical skills is a proven track of Management and Mentoring, fostering team growth, elevating design standards, and leading successful UX initiatives.

Experience & Responsibilities

The Access Group / Lead UI/UX Designer APAC

2022 - PRESENT, Perth, Western Australia

Integrated user-centred design principles into product development by designing the underlying structure and User Experience Architecture, enhancing usability and aligning design with business outcomes.

Developed scalable design systems (Figma-based) and navigation pathways across web and mobile, driving UI consistency and ensuring intuitive, user-friendly interactions across multiple teams.

Applied insights from qualitative research to design experiences that meet the needs of diverse user contexts, ensuring successful adoption across the APAC region.

Collaborated with cross-functional Product and Engineering teams to deliver validated prototypes, effectively integrating technical constraints into human-centered opportunities to create feasible solutions.

Mentored a team of designers while collaborating cross-functionally with Product and Engineering to deliver high-fidelity prototypes and seamless design-to-dev handoffs.

Access Definitiv / Ui-UX Designer & Product Owner

2019 - 2022, Perth, Western Australia

Partnered with Design and Research teams to gather user requirements, translating insights into actionable Agile stories and UI/UX design enhancements that improved user experience and delivery speed.

Managed and prioritised product backlog based on user feedback, analytics, and business goals, ensuring design fidelity and user-centricity for optimal delivery.

Acted as the product bridge between stakeholders and Agile teams (Scrum), ensuring a shared understanding of vision and delivering consistent and player-centric UI/UX experiences across touchpoints.

Experience & Responsibilities

continued

Bang Digital / Creative Director

Aug 2016 - Apr 2019, Perth, Western Australia

Directed the development of impactful UI prototypes and creative assets, driving the success of dynamic digital marketing campaigns.

Collaborated closely with key stakeholders to elicit and interpret strategic requirements, ensuring the alignment of website projects with business objectives.

Applied comprehensive research and analytical insights to elevate sales on e-commerce platforms, employing optimization strategies that consistently increase conversion rates.

Woocom / Creative Director

Mar 2013 - Aug 2016, Perth, Western Australia

Hub Creative / Online Manager

2010 - 2013, Perth, Western Australia

Rainmaker Advertising | Concentric Advertising | Chemistry VCCP | TBWA / Freelance UI Designer

2008 - 2010, London, United Kingdom

Globe International Limited / Senior UI Designer & Technical Director

2001 - 2008, Melbourne, Victoria

Additional Interests

Formula 1, Camping, Travelling, Fishing, Soccer

Education

Swinburne University of Technology / Advanced Diploma in Multi-Media

1999 - 2000, Melbourne, Victoria