

# Robert Hardcastle

209 S. Main St., Quakertown PA, 18951

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## Who am I?

First and foremost I design, evangelize, and guide engaging experiences. These experiences include: VR/AR, hologram, Interactive Exhibits, enterprise applications, web products, and mobile applications/designs. I also have the privilege of continuing to grow and spread my “Experience First” philosophy with graduate students as an Adjunct Professor at Jefferson University.

View My Private Portfolio at: [www.roberthardcastle.com](http://www.roberthardcastle.com)

## Accolades and Accomplishments

- ✦ Created the vision and led the project team for Ellucian's “Dorm Room of the Future”, which was later presented directly to Amazon Web Services
- ✦ Created 3 VR POCs and designs/vision for Ellucian Cardboard VR
- ✦ Centerpiece experience designs for eLive 2014 – 2017
- ✦ Featured at Philly Tech Week Signature Event 2014
- ✦ Featured at Verizon Innovation Gala 2014
- ✦ M.S., Interactive Design and Media
- ✦ Work presented at HackedV at MeetMe.com 2013

## Tools and Technologies

- ✦ HTML5, CSS3, jQuery, JavaScript
- ✦ Adobe CC Suite (Photoshop, Illustrator, InDesign, Bridge, etc.)
- ✦ Sketch
- ✦ Balsamiq
- ✦ Invision
- ✦ JustInMind
- ✦ Axure
- ✦ Mural

## Employment History

**UX Analyst, Strategist at Ellucian.** November 2014 – July 2017. Malvern, PA

As an Analyst/Strategist at Ellucian, my initial projects were geared towards design/study and delivery of Enterprise Application Products in a higher education setting. I was later moved to the Research and Innovation team where I led the vision for projects such as Ellucian VR, Dorm Room of the Future (IoT), Ellucian Hologram, and Dynamic Navigation. As part of the product management team our involvement in projects ranged from stakeholder's to ownership.

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- ⤴ Owned visual design and user experience for various SaaS products such as: Communication's Management, Transfer Equivalency Self Service, Application Navigator, Schema Editor, as well as numerous IoT and physical space projects.
- ⤴ Analyzed current enterprise application products, for heuristic currency, and led user studies to discover new directions in overall experience
- ⤴ Created workflows and visual designs, as well as implementation direction for product redesigns
- ⤴ Collaborated on a number of User Study modalities to guide scheduled new product design, and discover new innovative product directions
- ⤴ Evangelized VR in the higher education space, resulting the production of Ellucian Cardboard VR units (distributed worldwide) and a number of VR/AR POCs featured at Ellucian's eLive Conference. Took ownership of efforts related to VR/AR and their implementation and delivery to clients
- ⤴ Led Vision for Ellucian's Dorm Room of the Future
  - Including user study to define goals and gaps of students in the physical dorm room space
  - Designed the physical space, as well as a narrative to be acted out hourly at Ellucian's eLive Conference
  - Designed innovative interactions creating a digitized physical space utilizing Amazon's Alexa
  - Designed and constructed smart mirror device as part of the space (touch screen / Alexa)
  - Owned All experiential and narrative based components of this project
- ⤴ Designed and created Ellucian Hologram, as well as relevant content and experience presented at multiple conferences.
  - Created concept and took complete ownership of the effort of bringing this to our clients
- ⤴ Researched and designed POC for dynamic content presentation and navigation around user behavior across multiple products
  - Owned concept and effort for Dynamic content navigation and related POCs
- ⤴ Designed multiple components for Ellucian's Atomic Pattern Library, to be consumed by project teams

**Adjunct Professor, UXIDM Program at Jefferson University.** July-2014 – Present.  
Philadelphia, PA

As an adjunct professor in Jefferson's UXIDM Program, I have the privilege to mentor both graduate and undergrad students pursuing positions in various UX fields. Not only does this allow me to assist my peers in their learning goals, but I am lucky enough to learn with and stay connected with young designers entering the budding UX space.

- ⤴ Lead Graduate Level Thesis Project both Prep and Implementation phases
- ⤴ Lead Undergraduate Level Capstone Project both Prep and Implementation phases

References Available for Request

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- ✦ Teach multiple classes at both graduate and undergrad levels such as Foundations of UX, Design Principles, Theory of Electronic Communications, etc.

## **UX Designer, Contract at Vanguard.** May-2014 – November 2014. Malvern, PA

As a design contractor at Vanguard, I worked on the retail mobile application as well as the personal investor website. Regularly I worked with SR. designers to guide implementation of designs for new feature deliveries, helped guide new workflows, and assist in visual QA of releases.

- ✦ Design work related to personal investor web
- ✦ Assisted in implementation of style guide/pattern library assets
- ✦ Guided workflows for new features in retail mobile product
- ✦ Performed visual QA from a UX perspective on pending releases of both personal investor web and retail mobile products

## **Member Services, Testing at MeetMe.com.** January 2013 – July 2014. New Hope, PA

As a part of the member services team at MeetMe I had the opportunity to interface with customers on a variety of issues such as: content review, technical issue resolution, and payment issues. A large part of my duties, however, was dedicated to debugging and assessing issues related to reporting systems and translation systems for mobile.

- ✦ Performed content reviews
- ✦ Assisted in assessing and solving technical issues while advising development teams on reported issues
- ✦ Performed a variety of tasks related to payment processing and issues in a client facing role
- ✦ Performed a number of QA related duties including assessing and testing of issue reporting systems and Translation systems related to MeetMe's mobile products

## Education

**Masters; Interactive Design and Media at Philadelphia University**      Graduated 2014

**Bachelors; Performance, Computer Synthesis and Production at Berklee College of Music**      Graduated 2010