



Andrew Roberto

SENIOR PRODUCT DESIGNER / UX DESIGNER

ABOUT ME

Product/UX Designer with 15+ years of experience designing digital products and user experiences across web, mobile, and interactive platforms. Skilled in wireframing, prototyping, usability testing, and design systems, with a strong background in translating business goals into intuitive, high-impact user experiences. Experienced leading and mentoring design teams and collaborating cross-functionally with product, engineering, and marketing stakeholders.

SKILLS

Product/UX/UI Design · Figma
Wireframing · Prototyping · Usability
Testing · Information Architecture
Design Systems · Responsive Web Design
Adobe CC · Design Leadership

GET IN TOUCH



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EXPERIENCE

Manager of Interactive | Altitude Marketing

SEPT 2022 - PRESENT | EMMAUS, PA

- Lead UX/product design for client digital products, directing design from research and wireframes through high-fidelity prototypes and final delivery.
- Manage a cross-functional design and development process, aligning UX decisions with business objectives and client goals.
- Built and managed 20+ sites that generated over \$1M in qualified lead value.

Senior UX Designer | Altitude Marketing

SEPT 2020 - SEPT 2022 | EMMAUS, PA

- Designed end-to-end UX flows from low-fidelity wireframes to high-fidelity prototypes for multiple client web products.
- Conducted UX audits across client accounts, identifying usability issues and recommending data-informed design improvements.
- Designed and shipped 10+ client websites over 2 years with 75% client retention.

Design Lead | Balance Marketing Group

JUNE 2012 - AUG 2020 | KING OF PRUSSIA, PA

- Built and scaled the design department from the ground up, establishing creative processes and standards across digital, video, print, and trade show channels.
- Led creative strategy for digital and interactive campaigns, balancing brand consistency with user-centered design principles.
- Built a new capability from scratch, secured organizational buy-in, and grew the department from 1 to 6 people.

EDUCATION

Bachelor of Science in Web/Multimedia Design

ART INSTITUTE OF PHILADELPHIA

Bachelor of Applied Science in Graphic Design

LANSDALE SCHOOL OF BUSINESS