

ROBERT MOHNS

USER EXPERIENCE PROFESSIONAL IN BOSTON
STRATEGY + RESEARCH + DESIGN PORTFOLIO

✉ rmohns@mac.com

☎ 978-228-8422

🌐 www.robertmohns.com



ROBERT MOHNS



BARNES&NOBLE



Cengage



jetBlue



RAPID7

RSA



The Weather Company

OVERVIEW

- 25 years in UX design, digital strategy, and marketing
- Unbiased, data-driven user experience expert
- Human factors expertise deeply informed by technical foundation and design education
- Projects have dramatically increased sales and lead generation for clients
- Thought leadership, seminars, workshops, and mentoring for large groups and 1-on-1

CAPABILITIES & SKILLS

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

CONTENTS

JUMP TO A SECTION OF INTEREST...

USER EXPERIENCE
STRATEGY & DESIGN



USER EXPERIENCE
RESEARCH



DIGITAL
MARKETING



THOUGHT
LEADERSHIP



USER EXPERIENCE **STRATEGY & DESIGN**

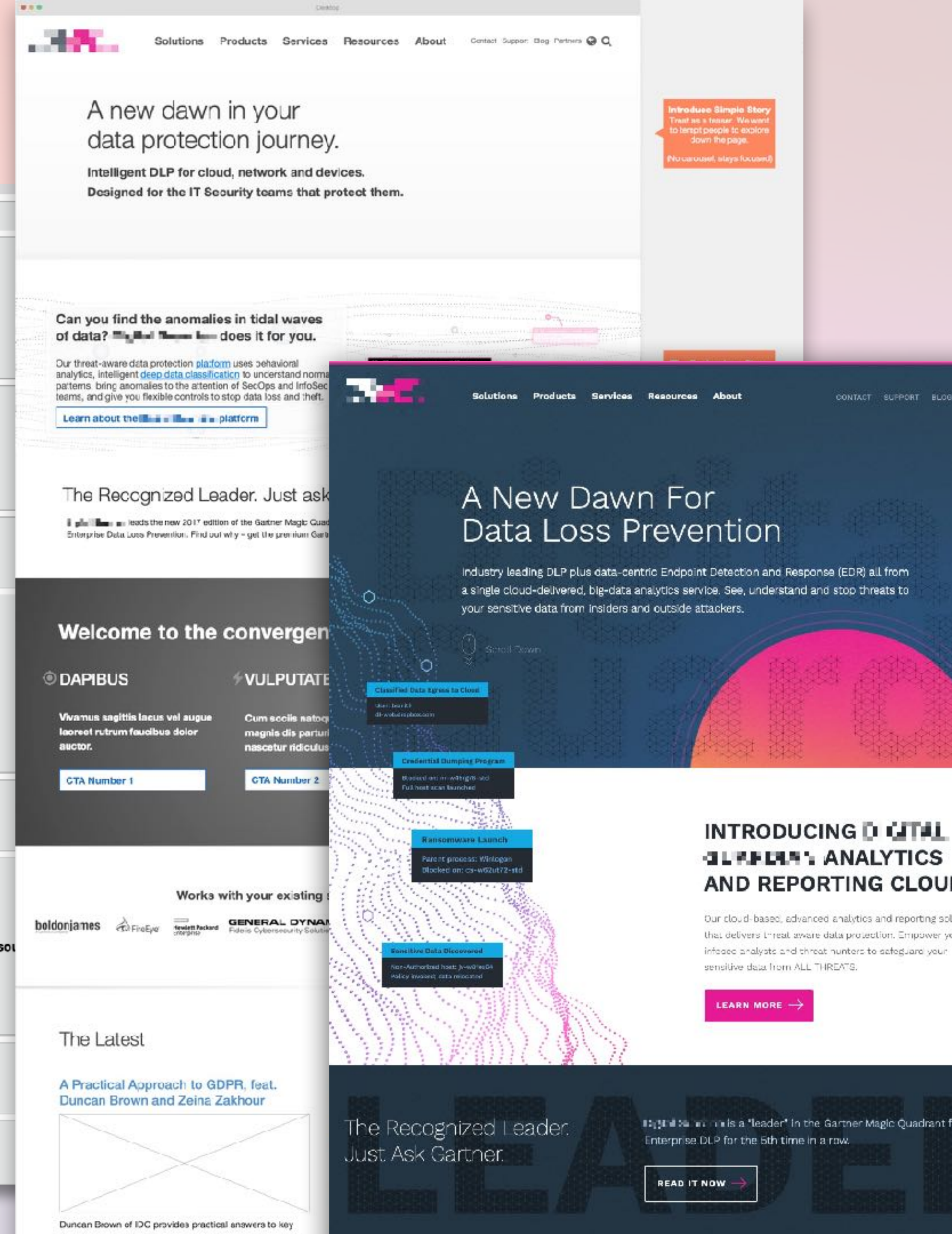
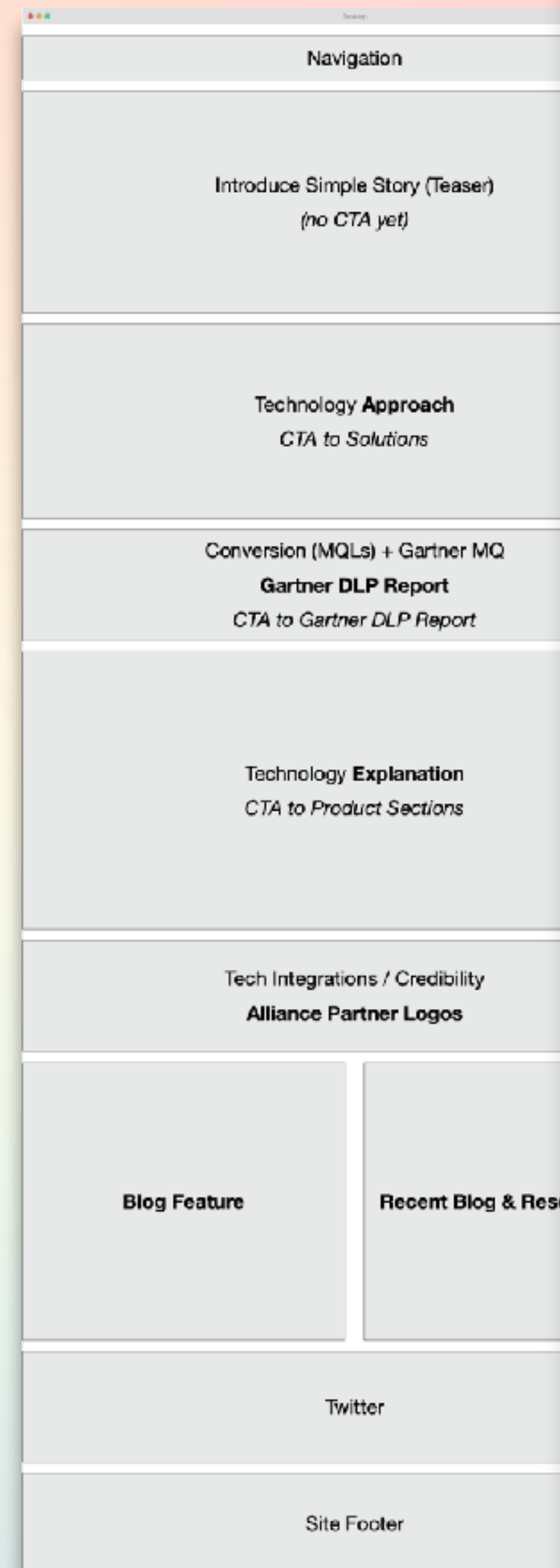


USER EXPERIENCE STRATEGY & DESIGN

CONTENT STRATEGY & UX DESIGN

- **Project:** Cybersecurity B2B website full redesign. Content strategy, tiered-detail wireframes, CMS authoring design, functional specifications
- **Results:** +40% lead generation from new website
- **Use of real content for page designs** sped up approvals, site build-out, and pre-launch user acceptance testing

WWW.ROBERTMOHNS.COM



MODULAR DESIGN SYSTEM

- **Project:** Create a modular content & design system so client could rapidly build custom employee portals from a library of pre-populated content and functionality
- **Results:** Now supports a network of several hundred client customer portals
- **Specific mobile guidance** was provided at request of client engineers to ensure a good responsive web experience

Site Header
Annotations: custom logo (optional), header is sticky on desktop/tablet, anchor menu changes based on sections used. If only 1 section, no menu.

Mobile Header
Annotations: On mobile, the menu collapses into a hamburger with MENU label. If no client logo is supplied, this will show BH logo. Mobile header is also sticky.

Homepage Hero
Annotations: Target Word Count: 2 words, Max Character Count: 30. Target Word Count: 2 words, Max Character Count: 30. custom hero background image, custom client name (required), custom sub-headline, can include phone.

Welcome Block
Annotations: custom welcome text headline (can be omitted). custom welcome text, anchor links change based on sections used. If only 1 section, no links.

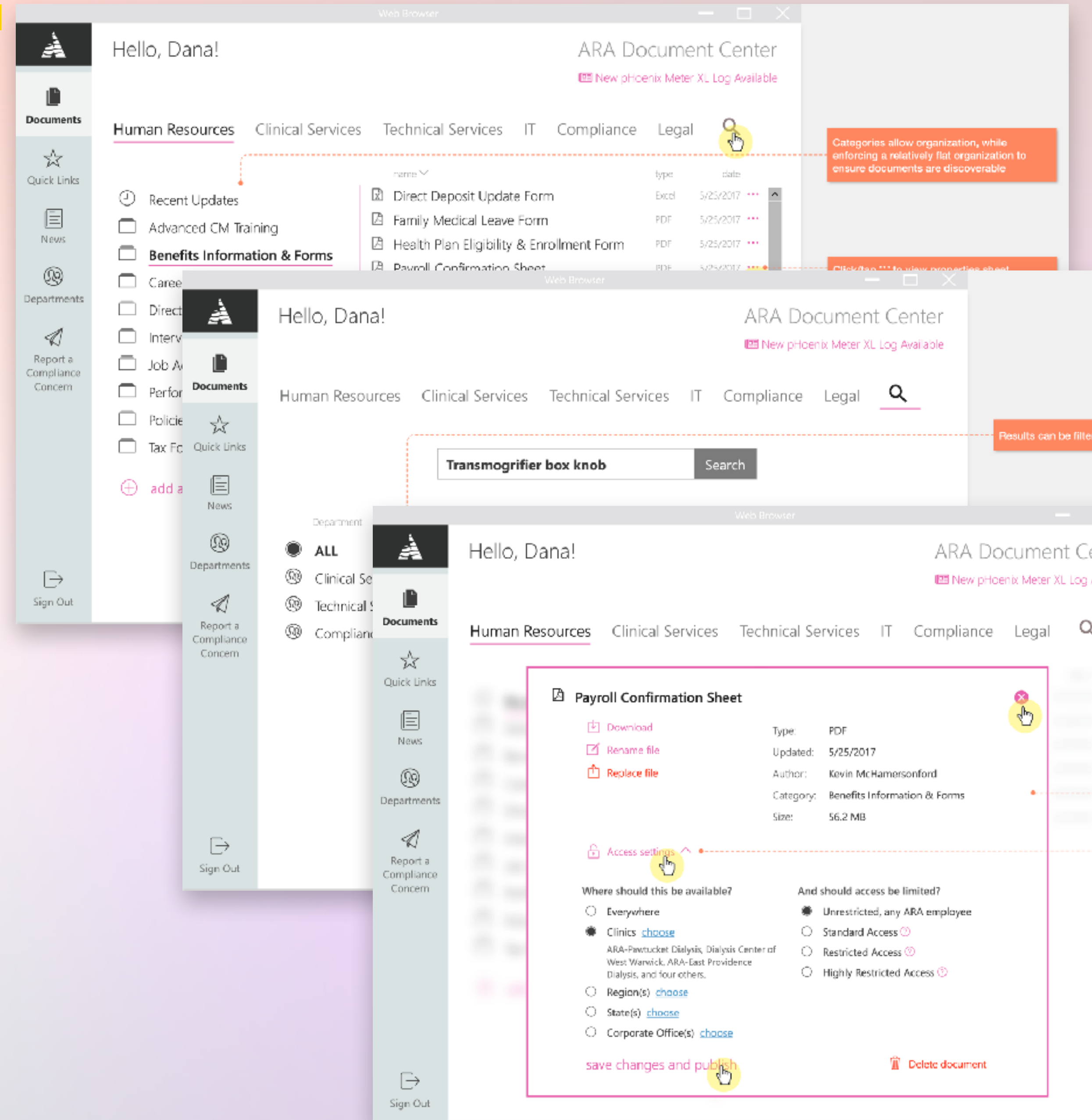
Mobile Welcome Block
Annotations: BHClient offers its employees some pretty great benefits through our partnership with Bright Horizons. From finding a babysitter to caring for an elderly parent to college and financial planning, we're here to help. Anchor links are hidden on mobile (as we are sharply limiting scroll requirements).

Homepage Service Sections
Annotations: custom section title. Bright Horizons Family Solutions, Reserve Back-up Care, Get Education & College Advising, Support for Children with Special Needs.

Mobile Service Sections
Annotations: Bright Horizons Family Solutions, Reserve Back-up Care, Get Education & College Advising, Support for Children with Special Needs.

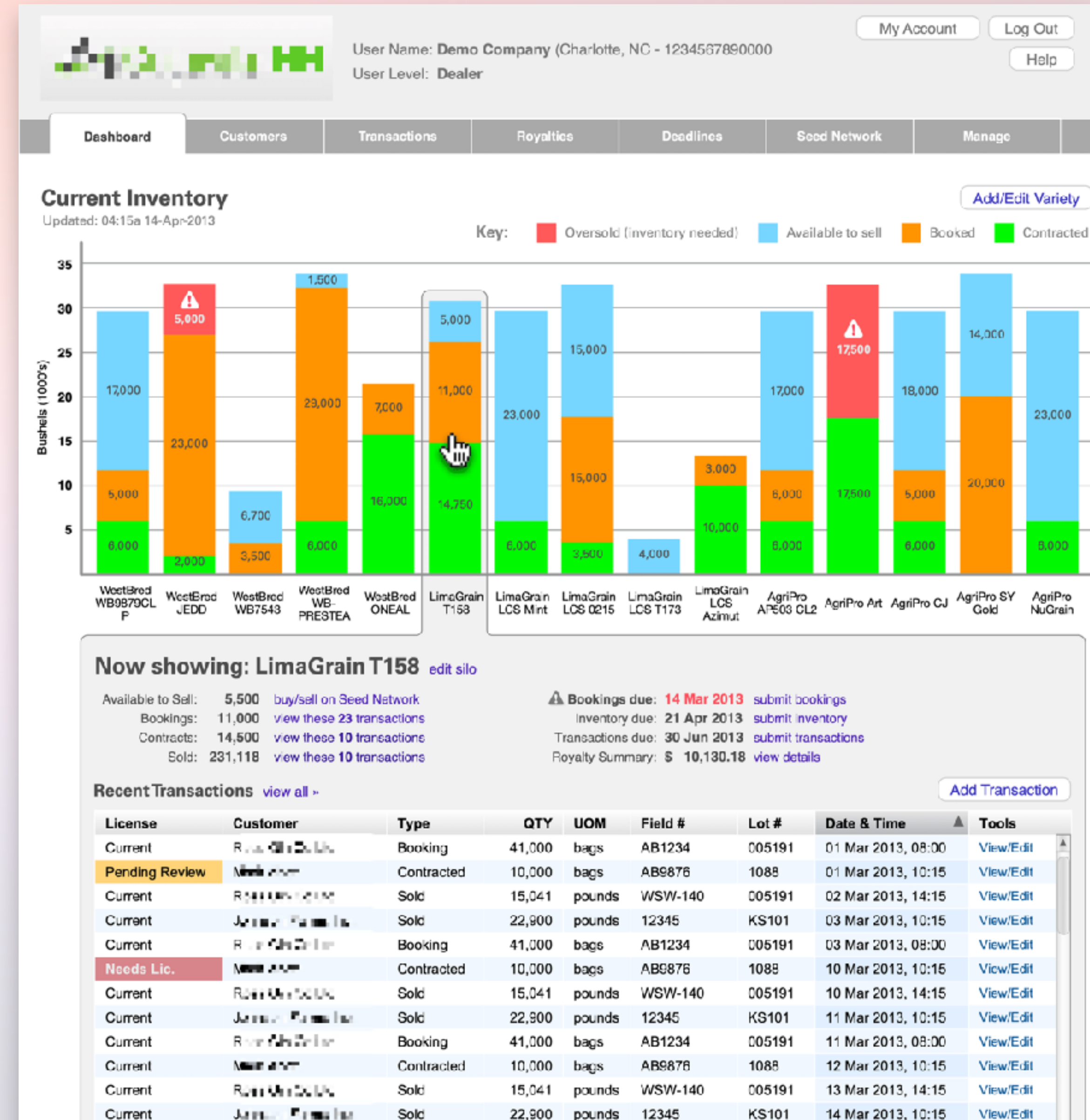
HIPAA-COMPLIANT DOCUMENT DISTRIBUTION

- **Project:** Client required a custom, HIPAA-compliant web app to distribute documents to clinic employees
- **Results:** Client rolled out application to >225 clinics without incurring additional SharePoint licensing costs
- **Fully clickable prototype** to pre-test UX concepts before engineering
- **UX design emulated Windows** interface standards to minimize learning curve



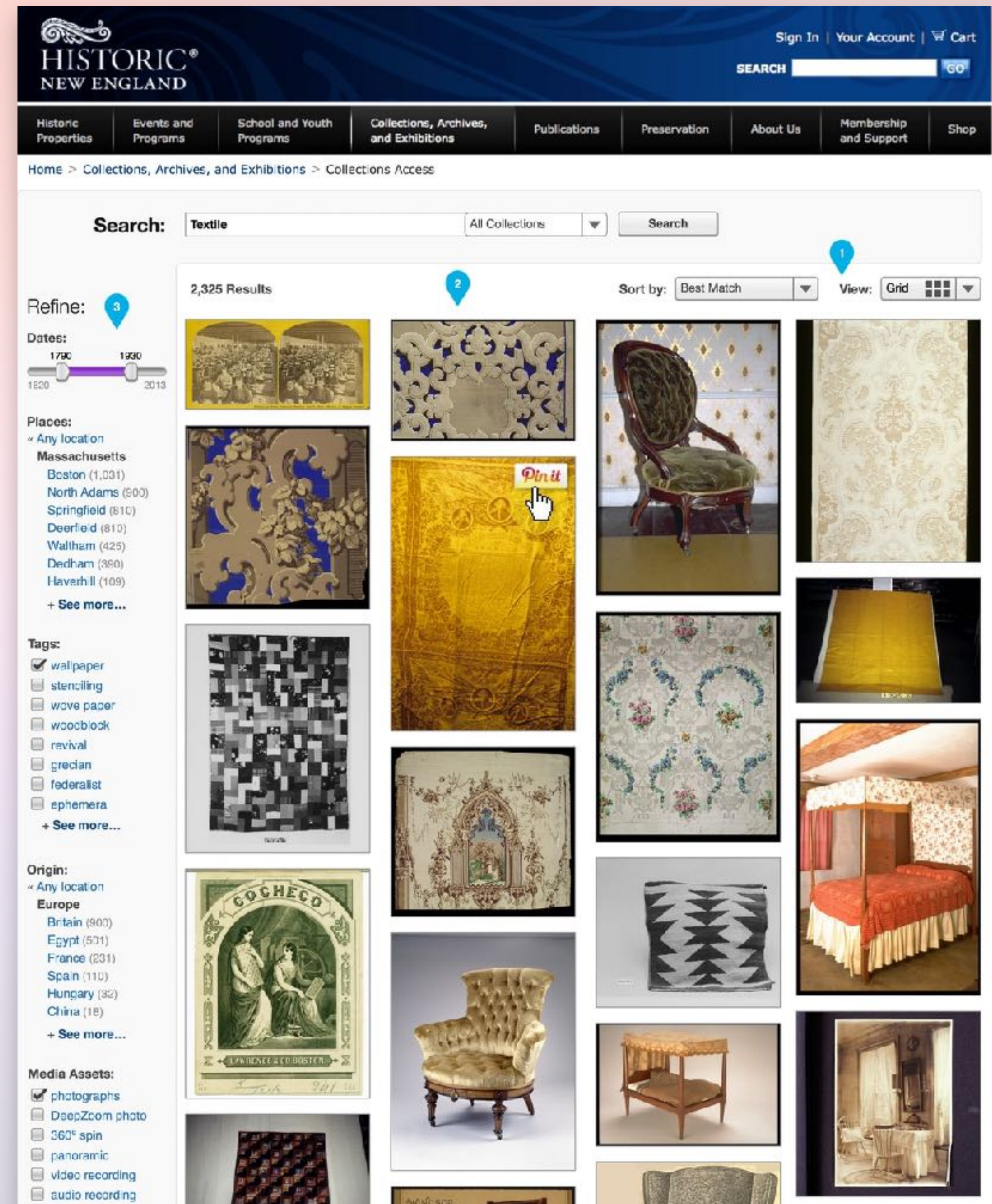
INVENTORY MANAGEMENT FOR EXPERT USERS

- **Project:** Agricultural industry application design for inventory management. Includes CRM, royalty & transaction records, and regional inventory lookup tools for seed distributors and large-scale commercial farms
- **Results:** Client used application wireframes to gain approval for full implementation by in-house IT developers
- **Based on customer research, we prioritized information density and drill-down tools;** this breaks from consumer-oriented “hide everything” design conventions because our users are experts in their work



FACETED SEARCH COLLECTIONS ACCESS

- **Project:** Create faceted search and display interfaces for a new collections web portal for Historic New England, a non-profit preservation and scholarship organization
- **Results:** New website enabled access to tens of thousands of previously unavailable digitalized assets, promoting scholarship and engagement. Notably, HNE's donors/funders were thrilled!
- **Apache Lucern** was used to create deeply faceted search interfaces that allow scholars to rapidly drill to the archival assets they need
- **Intuitive, Pinterest-style UI** makes collections accessible to the general public



“I literally created a new position tailored to Robert’s talents and experience. In that role, he developed the earliest iterations of our UX practice, led or co-led nearly all of our strategy engagements, and designed website architecture and content strategy for many of our best projects.”

NILS MENTEN, Founder/Partner/CEO of Imarc, a Digital Agency

<https://www.linkedin.com/in/rmohns/details/recommendations>

USER EXPERIENCE **RESEARCH**



USER EXPERIENCE RESEARCH

JETBLUE INTRANET

- **Project:** Building an all-new employee Intranet for Jetblue started with research and discovery. I planned and conducted **on-site interviews** with Jetblue crewmembers, designed and ran **ideation workshops**, helped design and **test live prototypes**, and worked with the **crewmember advisory group** to identify more new enhancements in the year after launch.
- **Results:** Serving **25,000 users daily**, the new *Hello Jetblue* is social, searchable, and popular with crewmembers. And it was recognized by **Nielsen/Norman Group** as one of the best in its [10 Best Intranets of 2017!](#)

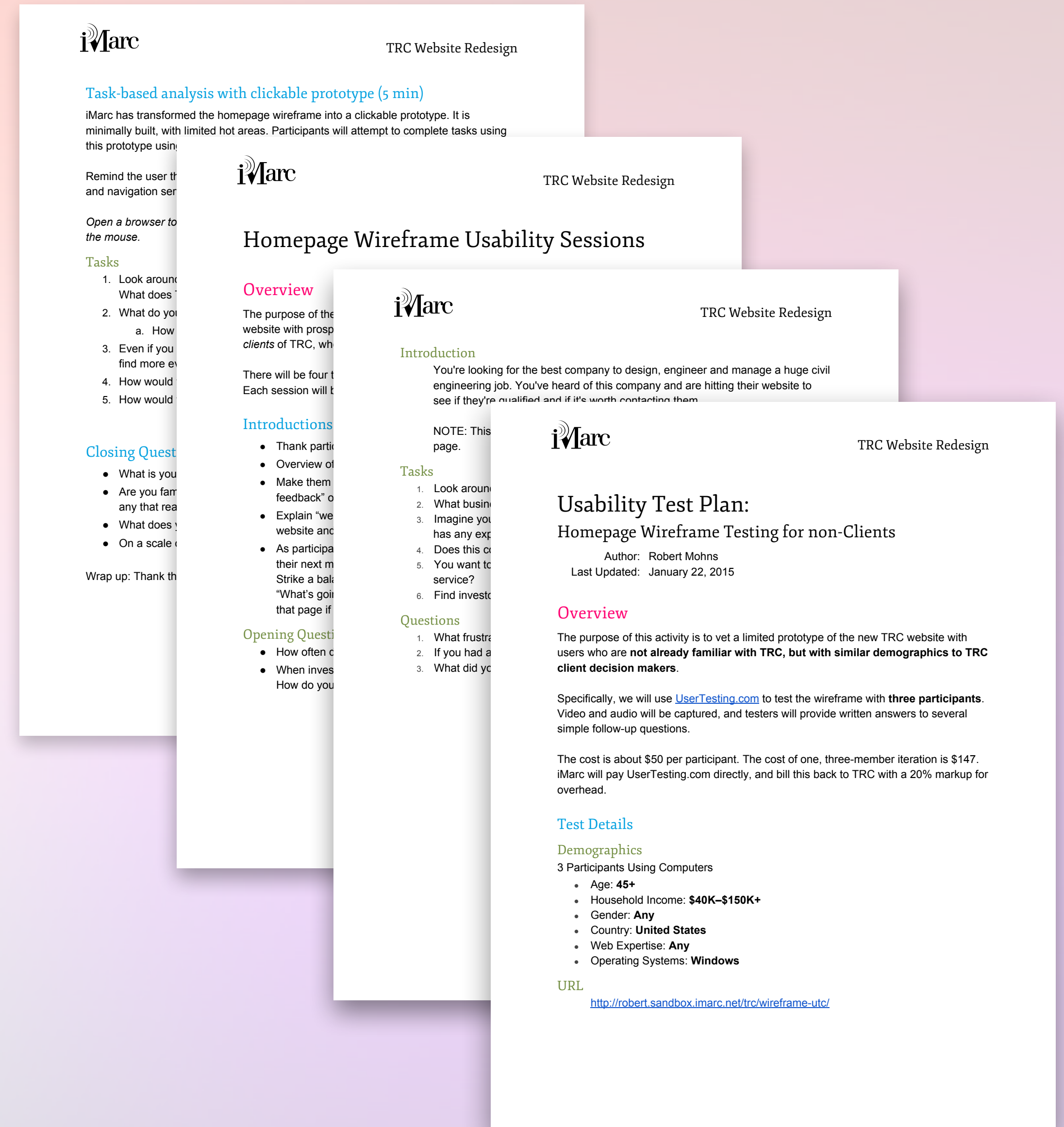
“We couldn’t be happier with the work and subject matter expertise.” –Jonathan Weitz, Former Digital and Online Communications Manager



USER EXPERIENCE RESEARCH

ENVIRONMENTAL ENGINEERING USABILITY TESTING

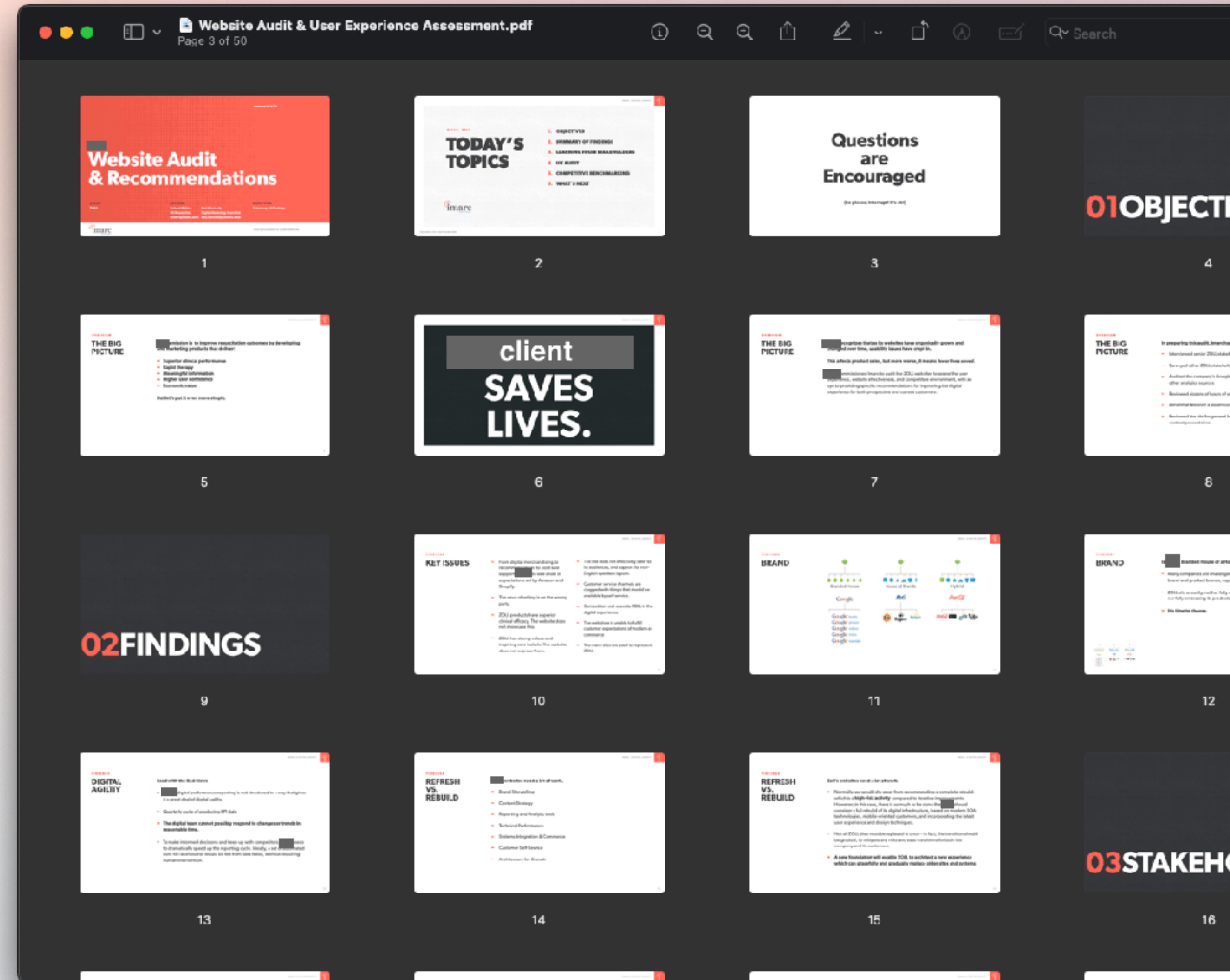
- **Project:** Test new website navigation and layouts before starting creative & engineering.
 - The client, a national environmental engineering firm, had dozens of overlapping practice areas. A major challenge was discoverability for potential clients who might not use the same words and names
- **Results:** Using a fully clickable prototype, we recruited users in the target demographic, gave them tasks, and analyzed video recordings to identify issues. We made a number of changes to menus, page layouts and content.
 - This also helped our client get buy-in from members of senior management team — a major need in the company's consensus-driven culture!



USER EXPERIENCE RESEARCH

MEDICAL DEVICE MAKER WEBSITE UX AUDIT

- **Project:** Complete website assessment. The client wanted specific recommendations for improving the digital experience for both prospective and current customers
 - Interviewed senior stakeholders; Audited analytics platforms; Analyzed dozens of hours of visitor recordings; Benchmarked over a dozen competitors; Audited site for best practices in usability, way finding, merchandising, and content presentation
- **Results:** Delivered a detailed recommendations document, and a one-hour presentation of findings to the executive team. **This resulted in a complete website overhaul.**
 - Specific topics addressed included: Brand storytelling, Content strategy; Analytics & reporting processes; Systems integration & Commerce; Customer self-service; and an Architecture for Growth

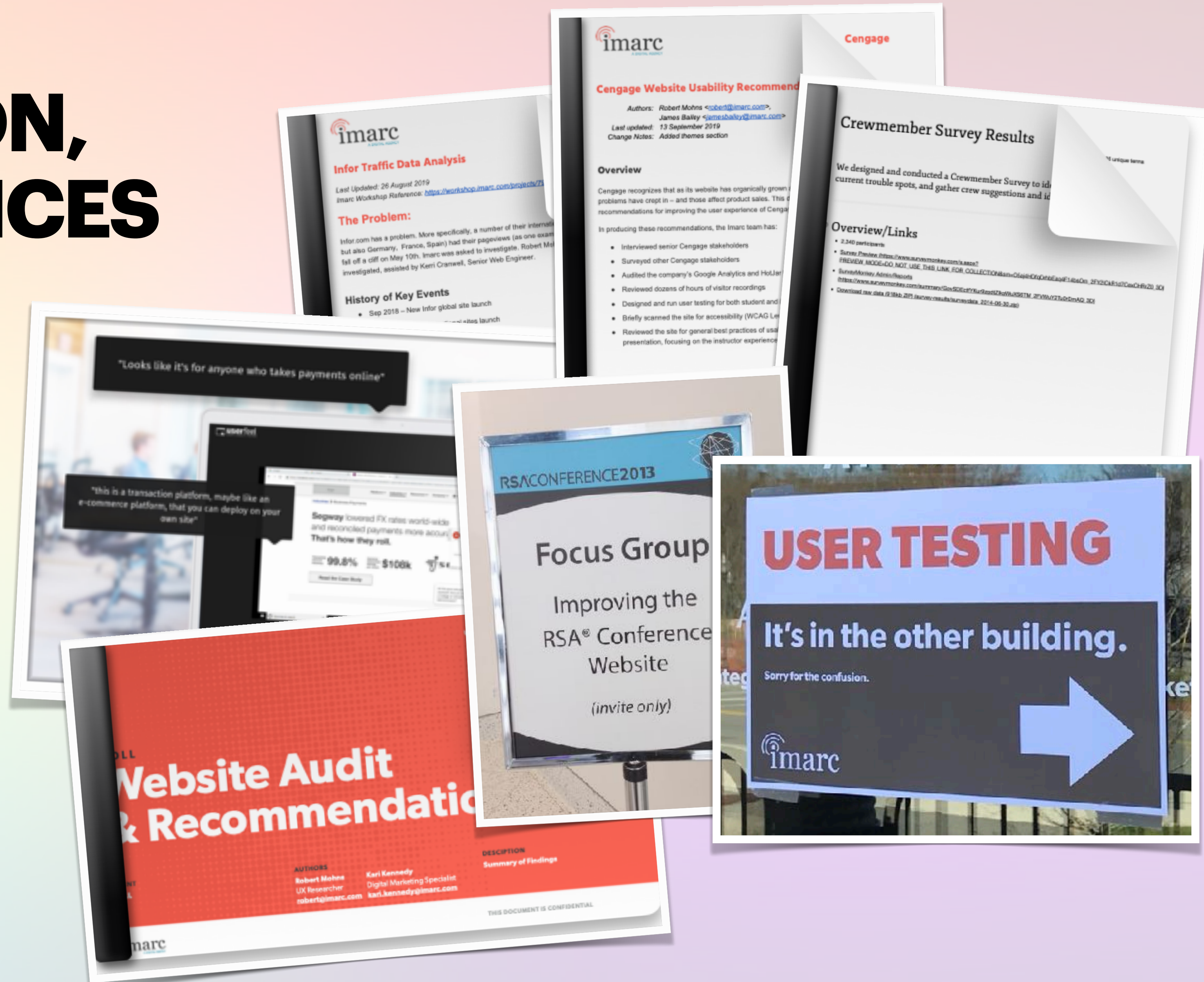


USER EXPERIENCE RESEARCH

TESTING, IDEATION, AND BEST PRACTICES

Various projects for clients, such as:

- User testing custom workflow applications
- Create/deliver “Master Classes” for clients
- Accessibility testing and remediation
- GDPR compliance
- Workshops & ideation seminars, Tree testing, Card sorts, Surveys, Conversion rate optimization, A/B testing, Lead scoring frameworks

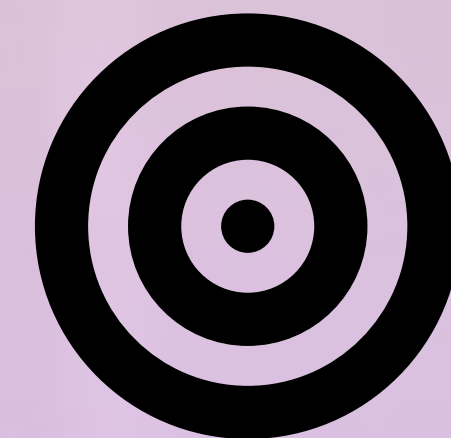


“Robert was doing all the UX staples before Imarc even had an Experience department: tree testing nav structures, in-person user testing, combing through years of Google analytics data, and championing accessibility. He is and always will be Imarc's godfather of UX.”

PAUL KELLY, Creative Director of Imarc, a Digital Agency

<https://www.linkedin.com/in/rmohns/details/recommendations>

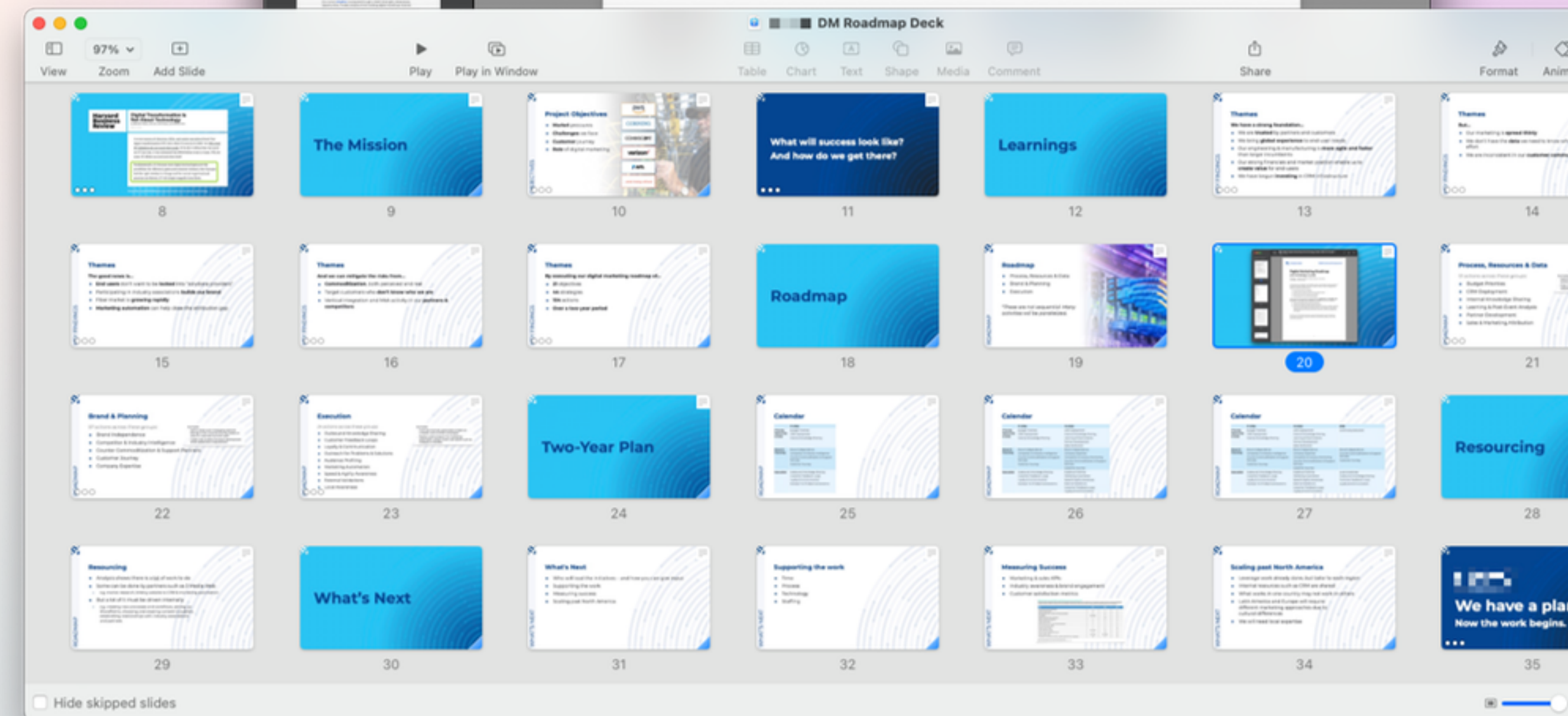
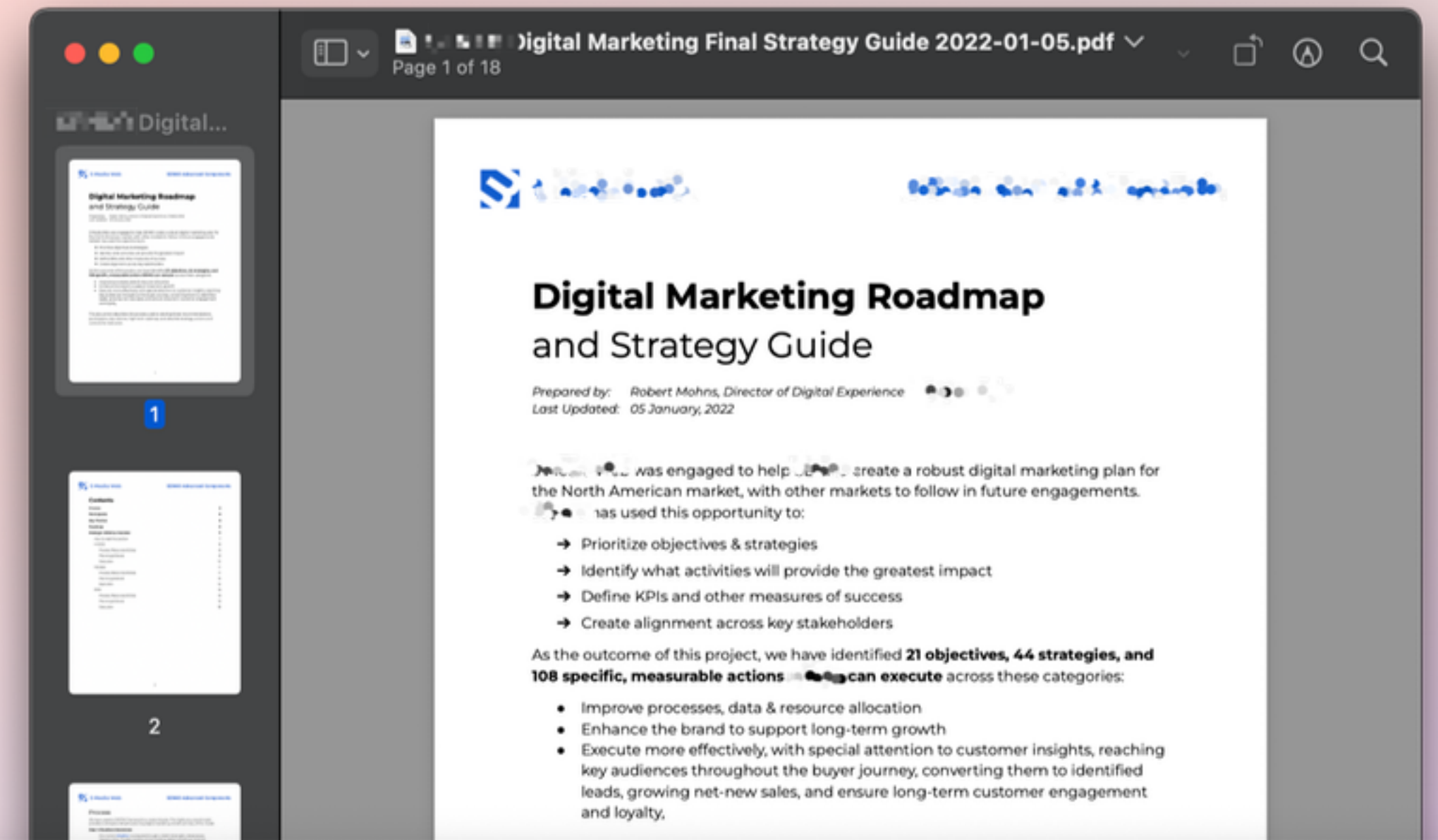
DIGITAL **MARKETING**



DIGITAL MARKETING LEADERSHIP

DIGITAL MARKETING ROADMAP

- **Project:** Work with the executive leadership team of a multi-national maker of networking equipment to create a complete digital marketing roadmap
- **Results:** Two-year plan to transform the company's digital marketing – one strategy comprised of 21 objectives, 44 strategies, and 108 specific, measurable actions, with resourcing requirements
- **Final presentation to CEO** was extremely well-received, and the executive team was given the **immediate green-light to begin executing the plan**

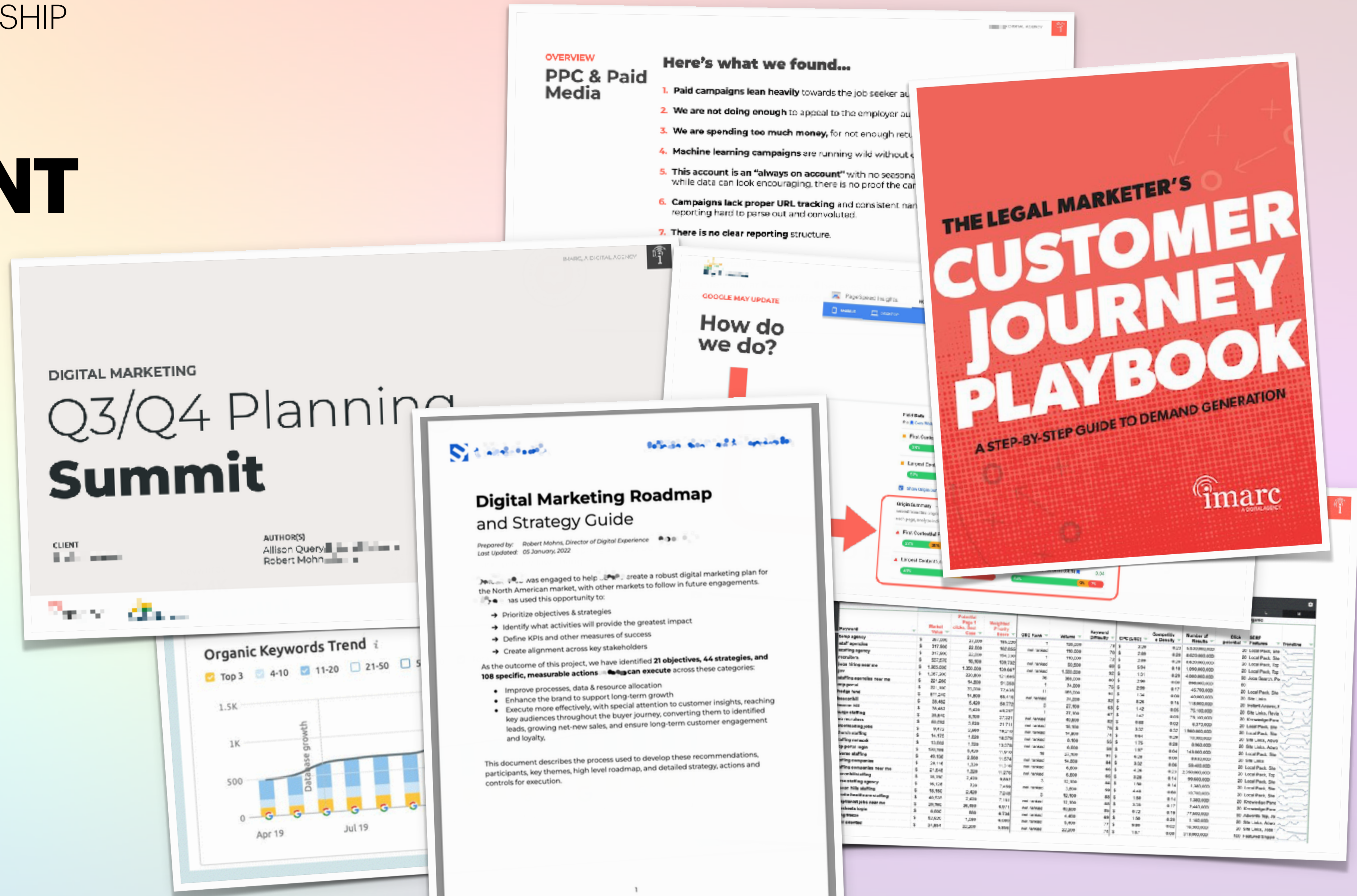


DIGITAL MARKETING LEADERSHIP

BUILD NEW DEPARTMENT

Created Digital Marketing area of practice for agency, growing consultancy-based engagements from zero to 15% of company revenue in two years and establishing a 6-member team.

- Plan & lead client strategy
- Content strategy
- PPC & display advertising
- Conversion rate optimization
- Compliance & privacy
- Data-driven decision making



“Robert is always spot-on with identifying the root-issues and avoiding the 'fluff'. He is able to take analytical data and pair it with his knowledge of human interaction to find habits and patterns that can undermine the success of his clients. His clients both trust and respect his input, and I've often sought his advice on how to better my own client communications.”

SHAWNA O'NEAL, Co-founder of Dodgy Code

<https://www.linkedin.com/in/rmohns/details/recommendations>

THOUGHT **LEADERSHIP**



THOUGHT LEADERSHIP

PAGE 1 ON GOOGLE

- My blogs for [imarc.com](https://www.imarc.com) routinely reached the first page of Google
- One of the earliest, "[What's the best font size for the web? Well, it depends...](#)" is still Page 1 on Google **over 8 years later.**
- Other Page 1 blogs include:
 - [Do sites really need a sitemap.xml for good SEO?](#)
 - [How much is too much? A new rule of thumb for managing cognitive load in user choice](#)
 - [SEO for Single Page Apps and PWAs](#)
 - [Should I Google AMP My Website?](#)
 - [URL structures for global websites](#)

The image shows a mobile browser interface. At the top, the address bar displays the URL <https://www.imarc.com/blog/best-font-size-for-any-device>. Below the browser, a blog post is visible with the title "Science to the rescue!" and a sub-headline "Surprise! The iPhone resizes text when you turn it on its side!". The main text of the blog post discusses the scientific interest in vision and typography, mentioning a psychologist and a media researcher who reviewed findings on how text size affects reading speed and comprehension. It includes a citation [1][2].

Below the browser screenshot is a Google search result for the query "best font size for the web". The search result shows the Google logo, the search query, and a snippet from the Imarc website. The snippet includes the title "What's the best font size for the web?", the date "Jan 8, 2016", and a brief description: "Recommendations. We can be reasonably confident that even a low-x-height typeface like Times New Roman will be readable on most devices if you ...".

Below the search result is a line graph showing the relationship between "Print size (x-height, deg)" on the x-axis and "Reading" on the y-axis. The x-axis is logarithmic, with values 0.1, 0.3, 1, 3, and 10. The y-axis has a value of 30. The graph shows a single data point at approximately (0.3, 30) with a legend indicating "Scroll" for both the x and y axes.

Below the graph is a caption: "Chart from [Does Print Size Matter for Reading? A Review of Findings from Vision Science and Typography](#)".

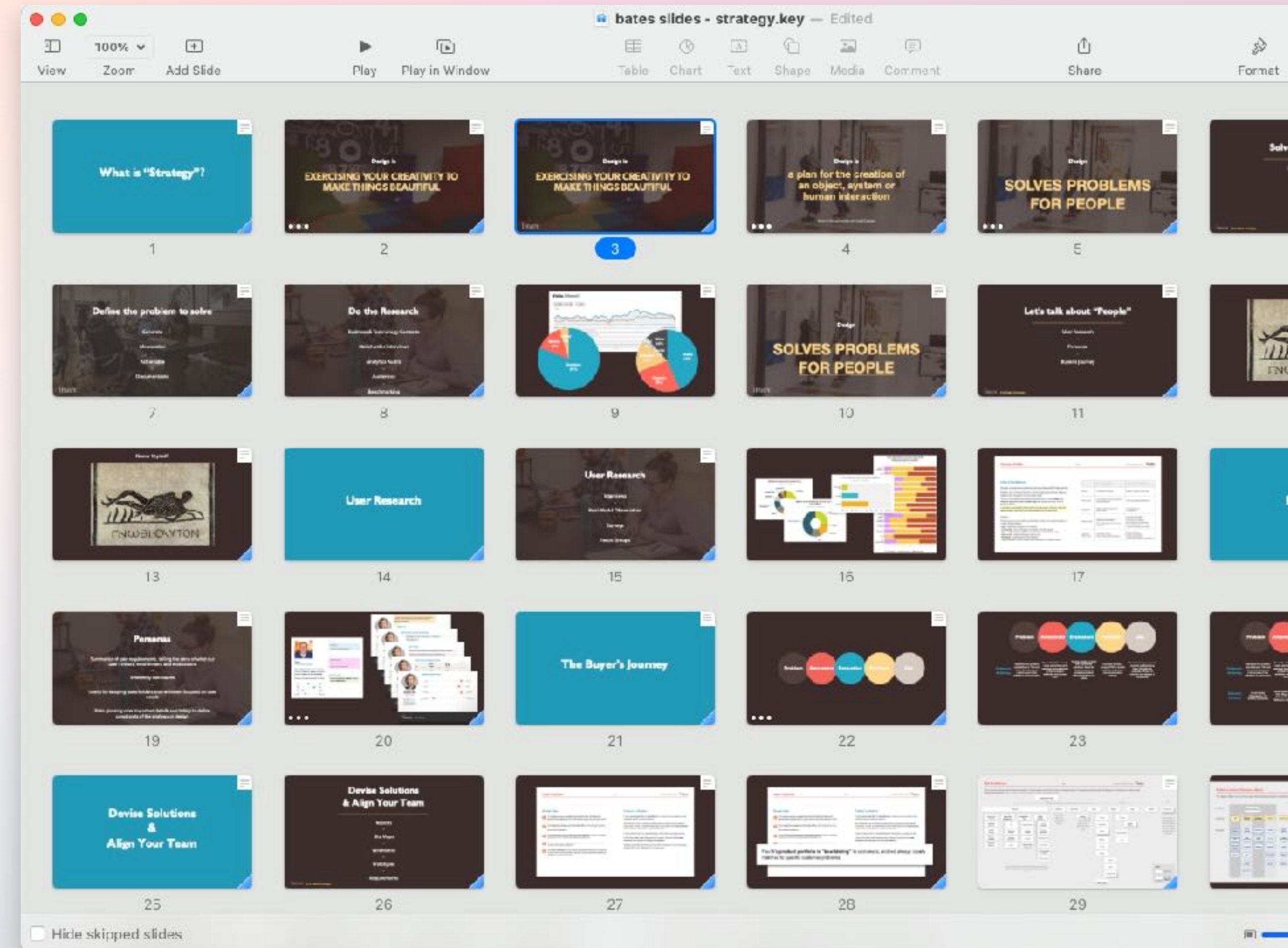
Below the caption is a bolded text block: "They found that reading speed is fastest when the text's x-height is 0.3 degrees of arc.[3]".

Below the bolded text is a paragraph: "The 'x-height critical size' of text—in other words, the *minimum* size—is about 4.5 points at 16", or about 0.2° of visual arc, for readers with 20/20 vision. For older readers, this

THOUGHT LEADERSHIP

SPEAKING ENGAGEMENTS: BATES COLLEGE

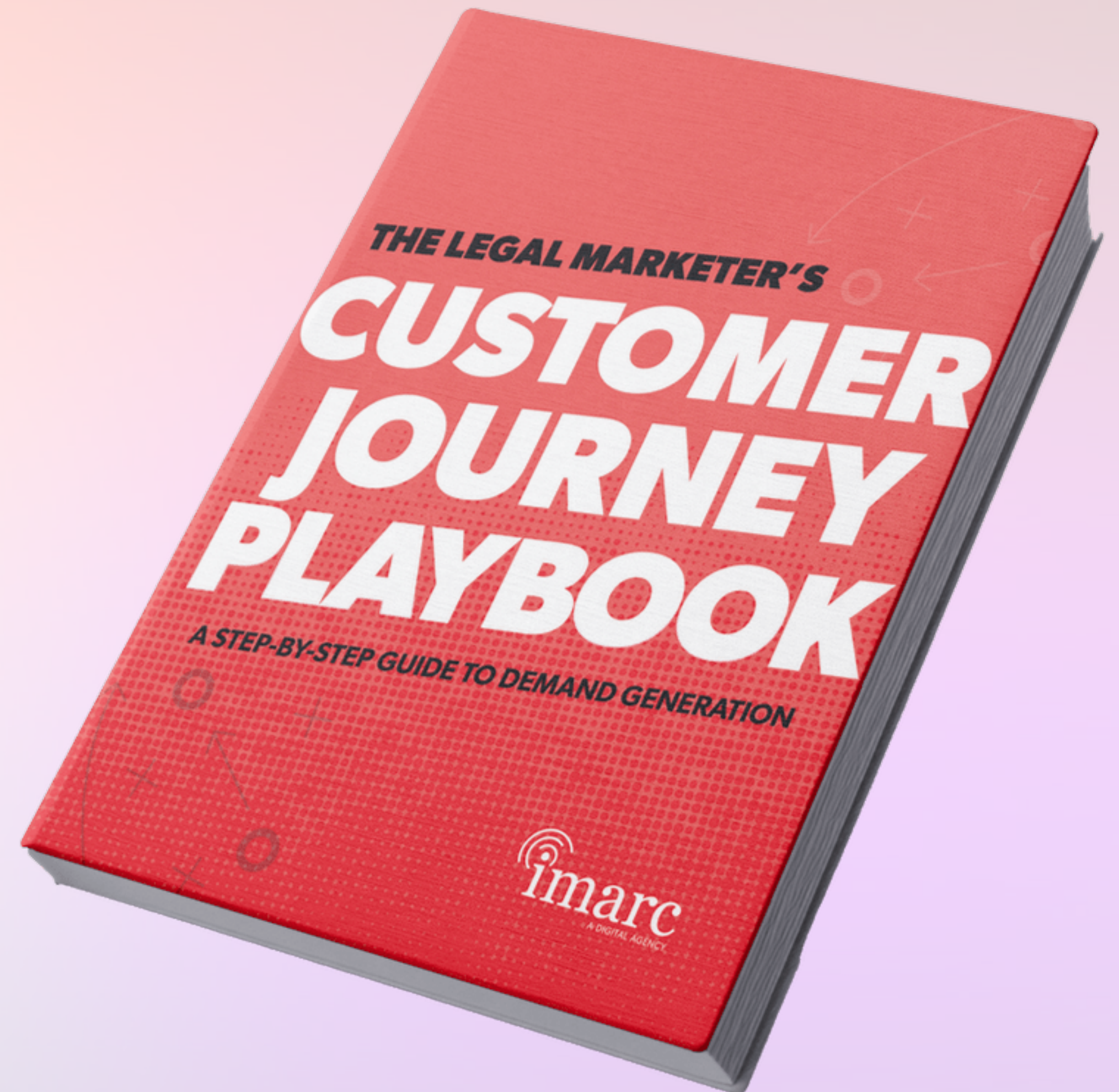
- **Project:** Invited to provide a 30-minute seminar on real-world digital marketing to Bates College students
- **Topics covered:**
 - What is Strategy?
 - Problem Solving
 - User Research & Personas
 - The Buyer's Journey
 - Devising Solutions
 - Aligning Your Team
 - Real-world Examples



THOUGHT LEADERSHIP

CUSTOMER JOURNEY PLAYBOOK

- **Project:** Wrote a comprehensive playbook for legal industry marketers to apply the concept of the customer journey to their activities.
- Physical, bound copies are sent to high-value prospects and long-time clients, and trade show marketing/attractor assets
- **Results:** Asset produced hundreds of leads and remains in active use as a marketing asset four years after original creation
- In post-COVID times, this asset has adapted well to digital landing pages with physical and PDF delivery



THOUGHT LEADERSHIP

SPEAKING ENGAGEMENTS: ADA COMPLIANCE

- **Project:** Invited to present on accessibility and ADA compliance to the annual conference of the New England Affordable Housing Management Association
- **Topics covered:**
 - Background: Am I at risk of ADA website lawsuits?
 - The Law: What does the ADA require?
 - Concepts: What is Digital Accessibility?
 - Practical: How do I know if I'm compliant?
 - Fixing it: What does it take? Will it cost a lot?
 - What now: What should I do today?



“Robert's skill and expertise in defining and presenting content on the web are so advanced that when I needed a website for my current company, I tracked him down at iMarc and hired him all over again. I have since recommended Robert and the team he works with to nearly a dozen customers, with uniformly excellent results.”

ANDREW FELAND, Vice President, SAAS Operations of 3G

<https://www.linkedin.com/in/rmohns/details/recommendations>

Thanks!

I appreciate the time you've spent looking through my portfolio 😊

You can contact me at rmohns@mac.com and my website is www.robertmohns.com.

You'll also find my full resume there, as well as a few blog posts musing about user experience, technology, and best practices.