

ROBERTO NIEVES

UX/UI WEBSITE DESIGNER & BRAND STRATEGIST

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Roanoke, VA

PORTFOLIO: www.robbnievesdesign.co/portfolio

[robbnievesdesignco](https://www.instagram.com/robbnievesdesignco)

ABOUT

Innovative UX/UI Designer and Brand Strategist with a proven track record of creating user-centric designs that drive engagement and business growth. Skilled in blending creative design with strategic marketing to deliver visually stunning, high-performing digital experiences. Adept at leveraging design psychology, data-driven insights, and cutting-edge tools to craft impactful websites and cohesive brand identities. Passionate about solving complex problems and building lasting connections between brands and their audiences.

EDUCATION

Bachelor of Arts in Graphic Design and Media Art

Southern New Hampshire University
Graduated March 2021

Diploma in Bookkeeping and Payroll

Herzing University
Graduated December 2016

Driven - Self Taught with courses and reading textbooks on UX Design and Advanced SEO Strategies

CORE COMPETENCIES

- UX/UI Design & Prototyping
- Wireframing & User Flows
- Responsive Web Design
- Brand Strategy & Identity Development
- SEO Optimization & Analytics
- Adobe Creative Suite (Photoshop, Illustrator, XD)
- Figma & Front-End Development (HTML, CSS, JavaScript)
- User Research & Testing
- Digital Marketing (Paid & Organic Campaigns)

PROFESSIONAL EXPERIENCE

- Brand Strategist & UX/UI Designer** Jan. 2019 - Present
Robb Nieves Design Co. (Freelance/1099)
 - Designed and launched over 50 websites, increasing client traffic by up to 89% through user-focused redesigns and SEO optimization.
 - Created cohesive brand identities, including logos, typography, and color palettes, resulting in improved client brand recognition and engagement.
 - Conducted user research, interviews, and testing to inform design decisions, ensuring seamless user experiences and high satisfaction rates.
 - Managed end-to-end project lifecycles, from concept to delivery, consistently exceeding client expectations.
 - Built and maintained websites, implemented SEO strategies, and managed paid Google Ads campaigns to enhance online visibility.
- Marketing Design Specialist** Dec 2023 - Oct 2025
Optum (Contract)
 - Redesigned and maintained websites for over 40 therapist centers, prioritizing UX, accessibility, and SEO, resulting in an **89% increase in traffic** for new designs.
 - Designed print and digital marketing collateral, including business cards, flyers, brochures, and banners, ensuring brand consistency across campaigns.
 - Collaborated with the social media team to create static posts, video content, and paid ads, achieving a **32% higher reach** year-over-year.
 - Developed a Collateral Toolkit to streamline access to customizable marketing materials, improving efficiency and brand consistency across locations.
- Creative Strategist & Website Designer** Jan. 2022 - Jun 2023
FMO Media LLC
 - Partnered with clients to define strategic goals for their web presence, delivering actionable solutions that enhanced user engagement.
 - Designed user flows, process flows, site maps, and wireframes to improve UX and effectively communicate design ideas.
 - Developed compelling brand identities, including logos, fonts, and color palettes, to create distinctive and memorable client brands.
- Sales Manager** Sept 2014 - Oct 2021
Acceptance Now
 - Devised and implemented strategic plans to grow sales, resulting in a **24.4% year-over-year sales increase**.
 - Analyzed performance reports to make data-driven adjustments, maximizing operational efficiency and customer satisfaction.
 - Awarded the company-wide "Perform to Win" Award in **2016** and **2018** for excellence in sales and customer service.

REFERENCES

- Mary Harvey** (240) 344-3633
Marketing Manager Supervisor at Optum
- Brenna Cicciari** (631) 983-9152
Creative Team Supervisor at FMO Media LLC
- Maria Mercado** (813) 810-2912
Co-Worker at Acceptance Now