

Robert A. Gallo

Product Designer | UI/UX Designer | Design Engineer

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Versatile and results-driven UX Design professional with a proven track record of transforming concepts into user-centric, visually appealing, and highly functional digital experiences. Adept at leveraging a strategic blend of creativity and technical expertise to drive innovation and achieve business objectives.

EXPERIENCE

PlayOn! Sports (GoFan, NFHS Network, MaxPreps) — *Product Designer II*

2022 - Present

- Redesigned the entire GoFan native and web experience for consumer ticketing, a \$70m line of business selling 50m tickets annually, which hosted over 259,000 events and saw 23% year-over-year growth.
- Design lead working cross-functionally across multiple products with over 8m MAUs with product, engineering, and marketing to define product requirements and the full product design lifecycle—from discovery through testing—with a focus on business impact and user-centered innovation
- Redesigned the entire Box Office native experience for enterprise ticketing, used by over 11,000 schools with improved usability and created a seamless experience for school event organizers across the United States.
- Successfully redesigned the new GoFan mobile app that was downloaded over 80,000 times within the first three months of launch, with a 4.8/5 user rating on the App Store.

Conquered Heights — *Lead Product Design Engineer, Contract*

2025 - Present

- Contributed to the 10X Health Systems web redesign, a \$100M e-commerce platform under Cardone Ventures in health and wellness, with a new design system, web component scalability, and branding initiatives.
- Managed, optimized, and assessed the existing and newly built web experience in staging environments to help define and build out a new e-commerce platform, dramatically improving product offering and perception quality, and preparing the company for a new web launch.
- Provided and led design initiatives for 4 main product projects to ensure cohesive and user-friendly interfaces across a range of product offerings from entire customer journeys with a focus on business impact.

Color Atoms — *Owner*

2018 - 2023

- Successfully launched, contributed, and managed over 90 websites across small and medium businesses while leading marketers, engineers, and designers creating high-end, scalable designs and data architecture.
- Completely overhauled release communications process to improve client roadmap visibility, increasing client retention to 95% through concise release notes, and improved transparency and reliability of product delivery.
- Design and hand-off of UX prototypes, visual interfaces and the interaction of web-based applications, and led the process of IA, general architecture, navigation and branding of locally leading and global websites.
- Manage the strategy and implementation of content curation, lead generation and marketing automation integration, and created and managed project plans, specifications, and applications

TECHNICAL SKILLS

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|------------------------|--------------------|------------------------|-------------------------|
| • Design Leadership | • UX Research | • Figma / Sketch | • Interface Design |
| • User-Centered Design | • User Testing | • Wireframing | • Prototyping |
| • UI Design | • Design Systems | • HTML / CSS / JS | • Webflow / CMS |
| • UX Design | • Product Strategy | • Accessibility / WCAG | • Front-end Development |