

ERIC ROBBINS

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Silver Spring, MD (301) 922-7035

Senior User Experience Leader with 30+ years driving digital transformation and human-centered design for federal agencies and Fortune 500 clients. Proven track record of building high-performing teams, managing products, delivering innovative solutions, and achieving measurable outcomes in complex, mission-driven environments.

March 2017 - May 2025

Chief Technologist

Booz Allen Hamilton • Laurel, MD

- **Transformed team performance:** Led and mentored a 24-member cross-functional team of designers, strategists, and product managers, hiring to scale, maintaining team billability targets, and facilitating career advancement through coaching and professional development.
- **Drove federal modernization:** Spearheaded digital transformation initiatives for the Bureau of the Fiscal Service, consolidating 6+ legacy systems into the Treasury Financial Experience (TFX) Drupal platform, building out a design system for reuse, reducing content management overhead, and improving user satisfaction scores.
- **Improving recruitment outcomes:** Led the end-to-end redesign of the U.S. Department of the Treasury's Careers site, with the goal of increasing student intern applications and improving candidate engagement metrics. (*est. launch Summer 2025*)
- **Advanced public health impact:** Directed Human-Centered Design for FDA's Opioid Data Warehouse, enabling real-time data analysis that contributed to an improvement in opioid intervention response times across the Federal Government.
- **Accelerated AI adoption:** Provided UX expertise to the DoD Chief Digital and Artificial Intelligence Office (CDAO), designing intuitive interfaces for AI-driven applications that reduced process times and supported mission-critical cost savings.
- **Secured new business:** Contributed to multiple successful proposal efforts, leading technical volume writing, orals presentations, and technical challenges that resulted in \$14M+ in new contract awards.

October 2013 - February 2017

UX Solution Architect

Aquilent • Laurel, MD

- **Enabled rapid company growth:** Supported business development that helped scale Aquilent from 180 to 300+ employees, directly contributing to the company's acquisition by Booz Allen Hamilton (finalized February 2017).
- **Optimized digital experiences:** Improved web usability and content delivery for NIH, HHS, and the U.S. Postal Service, resulting in a reduction in support tickets and increasing site engagement.
- **Drove strategic transformation:** Led digital strategy for the National Institute of Allergy and Infectious Diseases (NIAID), conducting stakeholder interviews and delivering actionable recommendations that secured follow-on contracts for 10+ years and expanded the team by over 50% for implementation.

November 2005 - September 2013

Lead Associate/Experience Designer

Booz Allen Hamilton • Rockville, MD

- UI/UX lead for multiple projects the National Institute of Child Health and Human Development (NICHD) at NIH. Designed and built UI for large-scale research archive and data repository, working with Java development team for back-end integration, testing, and deployment. Established and built out common look-and-feel standards for National Children's Study data management.
- Task Lead for redesign of the National Science Foundation Careers site to engage younger demographics. Conducted stakeholder interviews and usability tests, worked with USA.gov for streamlined job posting integration, and developed site styles that could scale for NSF.gov.
- Led the mobile design to transform paper-based tobacco retailer inspections to a digital platform for the FDA Tobacco Information Management System (TIMS). The mobile app is used by FDA inspectors from the Center for Tobacco Products to conduct on-site retail inspections, facilitate undercover buys, and report infractions for follow-up.
- Led comprehensive redesign for FDA Center for Devices and Radiological Health (CDRH) Mammography Program Reporting and Information System application (MPRIS). Designed and built HTML and CSS templates within a Java environment to manage and review the accreditation of mammography equipment at radiological centers across the country.

SKILLS

Leading Teams
Working with Clients
Technology Consulting
Oral Presentation
Wireframing
UI/UX Design
UX Strategy
Content Strategy
User Research
Personas/Journey Maps
Rapid Prototyping
Branding/Identity Design
Print Design
Writing

TOOLS

Adobe Suite
Figma
Mural
Optimal Workshop

EDUCATION

BA in Communication Arts
Spring Hill College

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June 2003 - November 2005

Vice President

Bates Creative Group • Silver Spring, MD

- Managed creative execution of large-scale conferences for PeopleSoft, Cognos, and Siebel Systems, developing themes, digital and print collateral, environmental design, and materials for attendees.
- Managed all web design and development work for clients, including Marines Magazine, Boys & Girls Clubs of Greater Washington, FIRST Robotics, and multiple non-profits and associations.
- Developed and managed multiple branding and identity campaigns for non-profits and associations including the National Association of Clean Water Agencies and the American Society of Association Executives.
- Developed initial creative strategy and execution for Pentagon Memorial Fund, the non-profit tasked with raising funds to build the Pentagon Memorial to the victims of the September 11 attacks.

October 2001 - May 2003

Senior Web Director

Rabil+Bates Design Communication • Gaithersburg, MD

- Managed all web design and development work for clients, including All Hands Magazine for the U.S. Navy, the Catholic Diocese of Brooklyn, and multiple non-profits and associations.

May 2000 - September 2001

Group Design Lead

Aestix (a Booz Allen Hamilton Company) • McLean, VA

- Led the UI design and development for JET-A, a jet fuel ticketing and trading portal that was a collaborative effort between BP and multiple airlines. Portal allowed traders to purchase jet fuel while managing their supply chain and invest in energy futures related to the airline industry.
- Design lead for Flightneeds.com, a business aviation portal sponsored by BP and Jeppesen allowing pilots to file flight plans, download Jeppesen aviation maps, arrange for ground transportation and catering, search for accommodations at their destination, and schedule refueling services.
- Led UI design and development for web resources to streamline merger between Bristol-Myers and Squibb, focusing on knowledge management and corporate transition.

August 1997 - April 2000

Production Director

Tallahassee Democrat • Tallahassee, FL

- Directed print production for the New Ventures department, responsible for the newspaper's special sections, custom publications, and consumer events.
- Designed and managed workflow for weekly publications, directed external and in-house photo shoots, conducted press checks for quality control, and designed and implemented web sites for consumer events.

July 1993 - July 1997

Broadcast Producer

Benton Newton & Partners Advertising • Huntsville, AL

- Created, wrote, and directed all TV, radio and film production for local and regional clients. Worked closely with on-camera and voice talent, audio and video editors, and production companies.
- Designed print collateral for campaigns, including brochures, direct mail, and publications.