

# ROBERT VAN LIEW

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## SUMMARY

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Product Designer and Front-End Engineer specializing in enterprise SaaS, financial compliance UX, and cross-platform ecosystem design. Translates complex requirements into WCAG-accessible, production-ready React experiences.

## EXPERIENCE

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**Intuit** | New York, NY

**Front-Line User Researcher / Resolution Research** | March 2024 - Present

- Conduct front-line user research by diagnosing and resolving escalated customer friction points, synthesizing findings into actionable product insights for engineering and marketing teams.
- Analyze high-volume customer interactions to identify recurring UX friction points and systemic drop-offs within complex financial workflows.

**i9 Sports** | Remote

**Resource Manager** | 2022 - 2026

- Contributed product ideas adopted by the team, including a CRM chatbot, animated scroll interactions, and an email feature to deliver schedules to customers; managed high-volume customer-facing support.

**Independent Digital Consultant** | Remote

**SEO, Web Design, Branding & Marketing** | 2019 - Present

- Designed websites and brand identities for small businesses; executed SEO, Google Knowledge Graph setup, press outreach, and marketing campaigns to drive client growth.

## PROJECTS

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**Smart Deductions (smartdeductions.app)** | Remote

**Lead Product Designer and Front-End Engineer** | 2025 - Present

- Architected a local-first financial SaaS tool for 1099 contractors with a zero-knowledge parsing engine; designed end-to-end Figma flows and high-fidelity dashboards using purposeful motion and semantic tokens.

**Frankpella LLC / Soul Shades** | Brooklyn, NY

**Product Manager and Digital Architect** | 2023 - Present

- Led product vision for multiple digital properties integrating Stripe e-commerce and audio-streaming; shipped Jersey Club Radio, a 24/7 Next.js streaming platform with accessible dark-mode UI.

## SKILLS

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**Design:** End-to-End Product Design, Interaction Design, Systems Thinking, Information Architecture, Prototyping, WCAG Accessibility, Figma

**Engineering:** React, Next.js, Vite, Tailwind CSS, TypeScript, Front-End Architecture, API Integration

**Workflow:** Cross-Functional Collaboration, AI-Accelerated Development, Rapid Iteration, Agile Execution

## CERTIFICATIONS

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**Professional Certificate in Product Management** | University of Maryland, College Park / edX (USMx) | April 2026

**ENES608.1: Product Management Fundamentals** | University of Maryland, College Park / edX | June 2025 | Grade: 100%

**ENES608.2: Achieving Product-Market Fit** | University of Maryland, College Park / edX | June 2025

**ENES608.3: Product Design, Prototyping, and Testing** | University of Maryland, College Park / edX | March 2026

**ENES608.4: Data Science and Agile Systems for Product Management** | University of Maryland, College Park / edX | April 2026 | Grade: 97%

**ENES608.5: Modern Product Leadership** | University of Maryland, College Park / edX | July 2025