



Rob Marquardt

VISUAL/INTERACTION DESIGNER

Pacifica, CA 94044
info@toastbucket.com

Senior Designer with over 20 years of expertise in managing user experiences on digital platforms. Strong ability to learn new applications and exceed organizational goals. Proven ability to design products that appeal to both niche and broad audiences.

PROFESSIONAL EXPERIENCE

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| TiVo | Senior UI/UX Designer

Explored the merging of Fan TV and TiVo mobile app philosophies.
Worked on mobile media player UI for phone and tablet.
Updated player UI to improve presentation and add an inline guide.
Developed rules and UI/UX for Start Over/Catch Up functionality with live TV.
Created high-fidelity mobile prototypes for feature exploration, user testing, and animation timing. | Sept 2016 - Aug 2019 |
| Fan TV | Senior UI/UX Designer

Worked on mobile media player UI for phone and tablet.
Created a visual filtering system for media search (patent pending).
Created interactive prototypes for phone, tablet, and set-top box. | Aug 2015 - Aug 2016 |
| Houzz | Visual/Interaction Designer, Consultant

Developed the UI for professional customer site tools.
Created iconography for site categories and mobile apps.
Prototyped interactions and visuals for mobile app refresh.
Developed visual themes for the Houzz "Site Designer" website creation tool. | Dec 2013 - Dec 2014 |
| Yahoo | Senior Visual Designer, Yahoo Connected TV

Lead designer, representing user experience on the Connected TV core team.
Worked closely with engineering to produce code-ready visual assets.
Developed visuals and interaction model for broadcast interactivity and next-generation fullscreen UI.
Produced documentation for broadcasters and advertisers to prepare campaigns for broadcast interactivity.
Presented prototypes using HTML, Keynote, and After Effects.
Created UI and UX for core TV apps including Flickr, the Connected TV Store, and Yahoo Sports. | Feb 2008 - Dec 2013 |
| Yahoo | Visual/Interaction Designer, Yahoo Widget Engine

Developed, designed, and coded desktop widgets for Yahoo properties including Flickr, Yahoo Weather, Yahoo Finance, and Yahoo Sports.
Tested pre-release versions of the Yahoo Widget Engine and assisted in the creation of developer-centric features.
Produced widgets and prototypes for outside clients such as Cingular, Paramount Pictures, Acura, Sony, and Progressive Insurance. | Sept 2005 - Feb 2008 |



ADDITIONAL EXPERIENCE

State of Health
Products

Visual Designer

Created and maintained online storefront.
Designed and produced health-themed print materials including shirts, posters, billboards, and catalogs.
Worked with the Minnesota Department of Education to create their online presence.

Toast Design

Principal/Visual Designer

Developed projects across various media, including print, online, 3D, radio, and video.
Worked with local clients in retail, restaurant, architectural, and educational fields.
Connected legacy data systems to the Internet through custom programming and scripting.

Benyas
AD Group

Visual Designer

Produced long-form print catalogs with extensive illustration, image editing, and data translation.
Created business-to-business marketing materials for Honeywell, Datacard, Hoffman Engineering, and others.
Assisted existing staff with computer and software maintenance and training.

Supervalu
Advertising

Designer/Production Artist

Created advertising and promotional materials for use by stores in a multi-state chain.
Assisted in the transition from traditional to electronic design workflow.
Worked extensively with four-color layout and design/photography direction.

EDUCATION

Wartburg College

BA in Computer Graphic Design

PORTFOLIO

Available online

toastbucket.com



PUBLICATIONS

Methods and Systems for Filtering Media Content · US20180067946A1

Patent for visually filtering media content

Illustrator 6 Masterworks · ISBN: 155828446X

Tutorials and sample illustrations

The Adobe Illustrator “Wow!” Book · ISBN: 0201353997

Sample illustrations and tutorials on disk

Adobe Illustrator 6 & 6.5 program installation CD

Sample illustrations on the “Electronic Art Gallery” portion of the disc

SOFTWARE AND TOOLS

Expert	Photoshop Illustrator Sketch	InDesign OmniGraffle InVision	Keynote
Experienced	After Effects Cinema 4D Framer X Principle Quartz Composer	HTML5 CSS PHP SQL JavaScript	React AppleScript jQuery Bootstrap Xcode