

Product-Building, UX-Perfecting, Emergency-Handling, Efficiency-Making, Happiness-Providing

HIRE

Did you mean: [Rob Kamphausen](#)

#### [Product Guru, UX and Interactive Designer](#)

Skills: Product, UX, Photoshop, CSS, HTML, UI, Design, Management, JIRA, Ecommerce, A/B testing  
Seton Hall University, Bachelor of Arts in Communication, GPA: 3.5, Honors Program  
[reallyrob00@gmail.com](mailto:reallyrob00@gmail.com), [www.robviously.com](http://www.robviously.com), 700 1st Street #7K, Hoboken NJ, 973.704.4977

#### [Senior Director of Product - Totsy](#)

[www.totsy.com](http://www.totsy.com) (November 2011 - Now)

Grew Totsy's position in the Flash Sale space, targeting Mom demographics. Worked with more than 70 employees and a team of 6 executives to rethink all aspects of the business, reinventing where necessary, and evolving a homegrown platform into a stable Magento ecommerce framework...

- Outlined 2 years of feature development with a visual product roadmap
- Managed and coordinated the efforts of a 15-person tech team
- Pioneered features like a mobile-first responsive design and iOS apps
- Tackled integrations like new payment gateways and monthly membership subscriptions

#### [Product Guru - FYREBUG](#)

[www.gamegonzo.com](http://www.gamegonzo.com) (April 2007 - August 2011)

Guided FYREBUG with a detailed product roadmap from concept to a widely used application. Established the user-generated platform as a recognized milestone in the casual gaming community by optimizing the GameCreator flow and overseeing the 120 unique Flash game engines...

- Raised \$500,000 in funding from prototypes to co-found the gaming platform
- Developed a B2C model with 350,000 user-created games from 150,000 users
- Brokered deals w/ Sports Illustrated, WWE, Simon & Schuster, ESPN, PBS, Lionsgate, Universal
- Introduced alternate revenue streams to expand business

#### [Director of UX - 4Kids Entertainment](#)

[www.myvortex.com](http://www.myvortex.com) (March 2004 - April 2007)

Elevated and energized the online presence of the media company to once-impossible tiers amongst Disney, Nickelodeon, and Turner. Owned and controlled all User Experience aspects of the site while growing the department and strategizing builds with the CEO...

- Conceived and brought ideas from concepts to wireframes to sites and frameworks
- Increased traffic and revenue 2004-2007 by 750%, ranking in Nielsen Top 10, Kids 6-11
- Devised, pitched and secured an advertising deal that generated \$1.2 million annually

#### [Interactive Designer – Creative Web](#)

[www.createweb.com](http://www.createweb.com) (January 2001 - February 2004)

Simultaneously reinvented dozens of new media projects, from Sony to Canon, taking project lead to exceed quality and beat deadlines. Skills: Photoshop, CSS, HTML, UX, Flash...