

# Calvin Robertson

10127 Oxford Landing Lane  
Charlotte, NC 28270  
(816) 674-3823  
[hello@calvinrobertson.com](mailto:hello@calvinrobertson.com)  
[linkedin.com/in/calvinrobertson](https://www.linkedin.com/in/calvinrobertson)

*Over 20 years in enterprise product design and software development across finance, education, and retail industries, with a decade in strategic leadership. Collaborated with Walmart, Hallmark, Federal Reserve Bank, Lowe's, and Best Buy. Adept at building high performing teams and an inclusive design culture to drive growth through technology adoption and business process improvement.*

## EDUCATION

### **Washington University in St. Louis Olin Business School**

2012 - 2013  
*Executive MBA*

### **Joseph Business School**

2008  
*Certificate of Completion in  
Entrepreneurship*

### **North Carolina A&T State University**

1997 - 2000  
*Bachelors in Graphic  
Communication Systems,  
Summa Cum Laude*

*TECA President*

*Epsilon Pi Tau Honor Society*

2019 - Present  
*Advisory Board President for  
Computer Graphics Technology  
Program for the College of Science  
and Technology*

## EXPERIENCE

### **Best Buy, Senior Director of XD - Omnichannel Tech (2021 - Present)**

As the Senior Director of Experience Design for Omnichannel Technology at Best Buy, Calvin plays a pivotal role in shaping the retail giant's employee and customer experience. Leading a multi-disciplinary design team, he focuses on enhancing the work environment for employees and optimizing the shopping journey for customers. Calvin collaborates with diverse teams, including field employees, research, product management, engineering, data analytics, store design, and operations, to create seamlessly integrated digital tools within a comprehensive multi-channel experience across our retail stores and beyond.

Under Calvin's leadership, the team guides the design direction for employee and store technology experiences spanning various retail competencies, such as sales, services, support, fulfillment, supply chain, and Human Resources. Each touchpoint is meticulously considered and expertly designed, reflecting Calvin's vision to deliver experiences that meet immediate user needs while anticipating future trends. This strategic approach positions Best Buy at the forefront of retail technology, ensuring a cutting-edge presence in the industry.

### **Lowe's, Senior UX Manager - Store Technology (2019 - 2021)**

Led a diverse and multidisciplinary team tasked with enhancing the in-store software experience across 1800 retail stores. This role was notably collaborative and cross-functional, involving close collaboration with store operations, product management, engineering, and customer service teams to completely overhaul solutions for point of sale, self-checkout, order management, sales floor, and internal communications. Successfully replaced outdated 20-year-old technology with streamlined, intuitive experiences, significantly reducing training time to near zero. The implementation resulted in approximately \$14M in labor savings within the first year and accelerated technology adoption among field employees.

### **Federal Reserve Bank of Kansas City, UX Manager (2012 - 2019)**

Led the Bank's inaugural UX service, developing a dedicated design team focused on delivering digital experiences across various financial technology solutions. Engaged stakeholders at all levels, effectively influencing change to expand the UX practice and foster a culture of innovation. The implemented solutions resulted in reduced training costs, shortened development time, and a restoration of trust in our internal systems. Successfully institutionalized UX across business units through the establishment of a standardized workflow, improved forecasting and planning, and a talent onboarding strategy. Additionally, played a pivotal role in fostering mentorship and enabling career growth by creating a diverse UX job family in collaboration with Human Resources.

# Calvin Robertson

## SPEAKING ENGAGEMENTS

### UX STRAT

2023

*"Turning Insight into Business Value"*  
talk at UX STRAT in Boulder, CO

*"Framework for Continuous  
Exploration in an Agile  
Environment"* workshop at UX  
STRAT in Boulder, CO

2021

*"Establishing a Design Strategy  
Framework"* talk at UX STRAT in  
Boulder, CO

2020

*"Designing The End of Racism"* talk  
at UX STRAT Virtual Conference

2016

*"Enterprise UX at the Federal  
Reserve Bank"* talk at UX STRAT  
Conference in Providence, RI

### Federal Reserve Bank

2023

*"Managing Constraints &  
Maximizing Outcomes"* talk at the  
Annual UX Workshop for Federal  
Reserve Bank

2012 - 2018

Led multiple design thinking  
workshops at Federal Reserve Bank  
of San Francisco. Also held 20+  
educational UX sessions across 6 of  
the 12 Federal Reserve District  
Banks

### Design Innovation Global

2022

*"Establishing a Design Strategy  
Framework"* talk for Design &  
Innovation's Summer Design  
Thinking Conference

### AT&T

2017 - 2018

Led multiple design thinking  
workshops for Girls in Technology  
Events

## Grantham University, Lead Designer/Web Developer (2008 - 2012)

Led re-branding and web development efforts for the Marketing Department. Grantham University is a 100% online university where the majority of the students are active duty or retired military. Main focus was to use design to improve student admission and retention efforts, all while creating a succinct brand image. Efforts increased lead generation numbers and induced school pride and awareness.

## Koldsoft Interactive, Design Director (2006 - 2008)

Koldsoft was a partnership with my startup Eve of Creativity, providing brand design and user interface (UI) development. Built creative solutions for renowned brands, including Burger King, CBS and Kiwi. Served clients and partnered with vendors in the greater Kansas City area, California, Florida and China.

## Hallmark Cards, Web Application Developer (2001 - 2006)

Main objective was to collaborate with internal lines of business to improve the aesthetics, usability and functionality of various online applications and retail products, while maintaining the integrity of the Hallmark brand. Led the interaction development efforts on key projects including:

Walmart.com PhotoCards: Consulted with Walmart's Development Team to design and incorporate the Hallmark Stories PhotoCard application on Walmart.com, ensuring the usability of the common navigational features of the application while maintaining consistency with the Walmart brand.

HallmarkStories.com: Integral contributor in the development of HallmarkStories.com, providing user centered design and functionality input to improve the usability of the user interface. Assisted with search engine optimization, marketing, and proposed major release upgrades to improve the usability of the website.

Asteroid Andy and Buggyvale Birthday Card/CD Game: Collaborated with creative staff to develop two birthday cards with an in-card CD game. Work included establishing a suitable architecture for Mac OS X and Windows, ActionScript and Flash development, and incorporating 3D art and illustrations from storyboards into interactive games. Collaborated with the retail team on product specifications for sale in Walmart retail stores.