ROB R. STOUT

Product Design Leader
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SUMMARY

- 16+ years across Apple, frog, and three companies I founded; 12+ designing product; 6+ leading teams.
- Multidisciplinary product designer across UX, UI, UX research, design systems, human factors, and service design.
- 2026 upgrade: ships production products end to end, orchestrating AI agent systems from design through build.

PROFESSIONAL EXPERIENCE

Founder, Head of Product — Acorn Design Studio, LLC | *E-commerce, SaaS & services* 2018–Present

- Drove 87% and 71% YoY client growth through brand positioning and go-to-market strategy.
- Built a 12+ agent AI system with custom skills and a human-in-the-loop model, shipping to web, mobile, and desktop.
- Designed LLM evals for a human-in-the-loop scoring pipeline, cutting run-to-run score spread from 42 to 6 points.
- Shipped Hopscotch, a cross-platform loyalty wallet across 9 iOS and Android surfaces — two 5-star ratings, week one.
- Shipped Tokenomics, a macOS app and browser extension to optimize AI usage across 16 providers.
- Shipped Cortex, a cross-surface memory layer for AI — an MCP server with 15 tools and a bio-inspired decay function.
- Shipped Scoutty, an event organizer (public beta) that merged 1,698 SF Tech Week events into one map.

Founder, CEO, Head of Product — Thread App, Inc. | *A dating coach in your pocket, built on behavioral science* 2023–2025

- Led a team of 3 MBAs, recruited on equity alone, directing strategy, corporate governance, and collaboration sessions.
- Owned product, brand, a design system, and digital marketing while managing contract engineering to launch.
- Raised the initial tranche of a $505K SAFE (Create-X), created forecasts, and managed cash burn.

Founder, Head of Product — fobbr, LLC | *A wearable RFID band for keyless, hands-free access · Master's thesis* 2021–2023

- Conducted hundreds of interviews, built 27 prototypes, and led a significance-tested study (diary, USE, NPS).
- Achieved 91% satisfaction and a 46.2% NPS, plus a Van Westendorp-validated price range.
- Won 1st prize at the Convergence Innovation Competition, earning a golden ticket into Create-X.

Senior Consulting Intern — frog (Capgemini Invent) | *Customer transformation* 2022

- Delivered a five-component customer experience strategy for a Fortune 500 healthcare client spanning communication, digital experience, and health/wellness thought leadership.
- Recruited and mentored a fellow consultant on design-research methods, journey maps, and user archetypes.

Founder, CEO, Head of Product — Sibi | *Buy what you see — social commerce on affiliate revenue* 2015–2019

- Designed, prototyped, and usability-tested the iOS app 0-to-1 across 5 iterations, synthesizing service safaris and heuristic analysis into 2 personas, current and future-state journey maps, and a design system.
- Validated demand through n=27 quantitative and qualitative interviews and a stratified-sample survey: 78% wanted something they saw on social monthly, 59% bought 2+ items per month, 81% used Instagram regularly.
- Grew a 250+ person waitlist on sibi.io through a referral loop that advanced users one place per friend referred.

User Experience Designer — Impekable, Inc. | *Design & product studio* 2017–2018

- Contributed to 7 client engagements in 11 months, sole designer on roughly half.
- Shipped mobile apps and web stores for clients, including Central Department Store, and won bids for more work.
- Increased output 2x by creating and coordinating a 24/7 design cycle.

Strategist & UX Consultant — Women's Clinic of Northern Colorado | *Independent women's health practice* 2016–2017

- Created 3- and 5-year transformation roadmaps, presented to the Executive Committee.
- Hired and led a team of 4 through qualitative interviews (n≈30) and a 10,000-guest stratified random sample survey.

VP of Customer Experience — iCracked, Inc. | *On-demand device repair, YC-backed* 2014–2015

- Led 9 initiatives to scale the company, spanning design, development, customer service, sales, and operations.
- Designed the technician web platform for demand forecasting and automated inventory replenishment.
- Owned the NPS program, conversion optimization, and marketing automation.
- Managed 7 technicians running operational-efficiency and revenue experiments.

Project Manager & Finance Associate — Apple, Inc. | *Global Finance Projects · Finance Development Program* 2010–2014

- Shipped a $1.2M global OCR system for the purchase-to-pay workstream over ~2 years, automating receipt scanning into SAP across 4 shared service centers and ~75 stakeholders, replacing manual invoice keying.
- Analyzed 187 iPhone carrier contracts to strengthen leverage in carrier negotiations, sales, and marketing.
- Authored the BRIC geo-expansion strategy across Apple's product portfolio; presented to the CFO and WW Controller.
- Drove $3.96M+ in gross savings over six years by revamping the global records-retention policy with the CFO.

SKILLS

AI & Agents Claude Code, MCP server development, multi-agent orchestration (12+ agents), LLM evals (held-out splits, fixed test sets, model comparisons), LLM product design, model-aware routing, AI experience design

Build Swift, SwiftUI, SwiftData, WidgetKit, Kotlin, Jetpack Compose, TypeScript, Node.js, Preact — across iOS, Android, watchOS, Wear OS, macOS, browser (MV3), and MCP

Design & Research Figma (incl. plugin dev — Marc JSONs), Adobe CC, Keyshot, Fusion 360, design systems, journey mapping, service design, human factors, bio-inspired design, survey design, NPS

SELECTED PROJECTS

H2GLO — Solar-Powered Water Purification | Georgia Tech · Industrial Design · Team of 3

- Won Gold at the 2021 European Product Design Award for a solar-powered backpack that purifies water of sediment, chemicals, viruses, bacteria, and protozoa while doubling as a light — a deployable stop-gap for disaster zones.

Ride-Share Scooter Human-Factors Redesign | Georgia Tech · Industrial Design · Team of 6

- Improved comfort and control for ~15.6M riders by raising e-scooter handlebars 5cm — with a wider standing platform and shorter brake-lever reach — sized against a 128.8M serviceable market using Humanscale percentile data.

EDUCATION & CREDENTIALS

Georgia Institute of Technology — Master of Industrial Design + MBA, earned simultaneously, 4.0 / 4.0 both.

- Teaching Assistant, Design Research Methods · Materials
  - Mentored 40–80 students and co-designed the curriculum.
  - Launched the course's first study-abroad unit (London).
  - Ran research operations for a DoorDash-sponsored studio — Prolific licenses, hospital partners, funded trials.

California Polytechnic State University — B.S. Economics (Finance concentration), Statistics minor.

Claude Code Certified — Anthropic, 2026.