

Robert Ostoff

Senior UX/UI Designer | Web & Product Design

Senior UX/UI designer specializing in web applications, product platforms, and scalable design systems.

 [Portfolio](#)  [Email](#)  [LinkedIn](#)

Experience

Founder / Product Designer

Ostovo Labs

Remote // 2025 – Present

- Designed UX/UI for AI-driven web applications and digital platforms
- Built product interfaces, landing pages, and design systems for startup clients
- Developed brand identity, web experiences, and product prototypes

Senior UX/UI Designer

Onward Search (Contract)

Project-based (Ad Agency + Automotive) // Sep 2023 – Present

- Designed responsive UX/UI for large-scale automotive web applications and product platforms
- Built scalable Figma design systems including Auto Layout, components, and variables
- Delivered cross-platform product interfaces aligned with engineering and brand standards
- Produced visual and interaction assets for large-scale product documentation platforms
- Built and maintained a TinaCMS-driven vehicle guide platform, transforming static documentation into a structured, interactive UX system

Art Director / UX Designer

UltraModChairs

Remote // Jun 2021 – Nov 2022

- Led creative direction and brand visual identity
- Designed responsive e-commerce UX/UI and prototypes

Senior UX/UI Designer

L&T Technology Services

Lake Forest, CA // Jun 2019 – Dec 2019

- Designed user interfaces, icons, and user workflows for surgical vision systems
- Created detailed step-by-step surgical visuals, managing production from concept to completion

Experience (continued)

Senior Graphic Designer / Art Director

Baldwin Hardware – Spectrum Brands

Lake Forest, CA // Sep 2012 – Jun 2019

- Led creative direction and execution of premium digital and print visuals to support brand and business objectives
- Delivered responsive design systems across desktop, mobile, and tablet publishing

Senior Graphic Designer

Pfister Faucets – Spectrum Brands

Lake Forest, CA // Dec 2007 – Sep 2012

- Executed brand direction and design from concept to completion
- Art directed in-house and external photo shoots
- Led design and production for retail packaging and print deliverables

Core Skills

UX/UI Design, Product Design, Design Systems, Wireframing, Prototyping, Information Architecture, Responsive Design, User Flows

Tools

Figma, Adobe Creative Cloud, HTML/CSS, WordPress, Webflow, VS Code, GitHub, Framer, Shopify

Education

Google UX Design Certificate

Remote // Sep 2022 – Jun 2023

Cal State University Fullerton

Fullerton, CA // 2015

UX & Customer-Centered Design

Orange Coast College

Costa Mesa, CA // 2002

Digital Media Arts & Design