

RECOMMENDATIONS FOR ROB ASHCOM UX DESIGN LEADER



Dave Finlay

Vice President of Engineering at Couchbase managed Rob directly

Rob is a versatile and creative design lead. At Couchbase, especially in the early days, he covered all the bases: interaction design, visual design, information architecture and user research. Rob is the most technical designer I've worked with and incorporated CSS frameworks and coded in CSS and HTML alongside engineers. In particular, Rob single-handedly created the vision and drove the complete redesign of the Couchbase Server UI.



Lindsay Witcher

Global Managing Director, RiseSmart - a Randstad Enterprise Business Enabling People to Thrive in Their Careers



For me, two of the most important qualities in a team member are reliability and follow through. Rob has both of those qualities in spades (amongst others). When working on a project with Rob I always knew I could count on him to come through and deliver on his promises. Aside from that, Rob has impressed me with his dedication to truly understand our user as well as understand our methodology in support of helping that user land their next job. He doesn't just rely on his own personal experience but instead digs in to understand the true essence of who the user is and what their needs are, a critical component to successful product design. In his time at RiseSmart he has come up with some awesome ideas and has been a valued team member.



Rob Garcia

Silicon Valley Fintech Product Exec
May 30, 2014, Rob managed Rob directly

Rob is one of the most holistic, systematic, and methodical user-centered UX professionals I've ever encountered in my career. His attention to the "whole" experience, as well as each component of it, is extraordinary. I enjoyed our in-depth talks about user needs and the psychology of meeting those needs through delightful and valuable product experiences. Can't wait to work with him again. Rob is one of the most holistic, systematic, and methodical user-centered UX professionals I've ever encountered in my

	<p>career. His attention to the "whole" experience, as well as each component of it, is extraordinary. I enjoyed our in-depth talks about user needs and the psychology of meeting those needs through delightful and valuable product experiences. Can't wait to work with him again.</p>
 <p>Dmitriy Golovin Senior UI/UX Designer at Cogility Rob managed Dmitriy</p>	<p>Rob was my manager at Wanderful Media. He has excellent communication and managerial skills and leads a style of design centered around the users. Sometimes I believe he might have co-authored the books: "Designing the Obvious" and "Don't Make Me Think".</p> <p>Rob was my manager at Wanderful Media. He has excellent communication and managerial skills and leads a style of design centered around the users. Sometimes I believe he might have co-authored the books: "Designing the Obvious" and "Don't Make Me Think".</p>
 <p>Ernest Semerda First degree connection Cofounder at Veryfi, Inc. Ernest worked with Rob but on different teams</p>	<p>Rob is a bloody genius! He can look at a design, website, interface etc and point out areas needing improvement. Not only that he is honest and quick to provide suggestions on how to improve it. Rob helped us with the UI & interface design of our core International product Bricks. This resulted in a better experience for our users and improved user flow. Not only that working with Rob is a pleasure. He is funny, has a great sense of humour and is easy to get along with. Thanks for all your hard work while making the whole process fun!!</p> <p>Rob is a bloody genius! He can look at a design, website, interface etc and point out areas needing improvement. Not only that he is honest and quick to provide suggestions on how to improve it. Rob helped us with the UI & interface design of our core International product Bricks. This resulted in a better experience for our users and improved user flow. Not only that working with Rob is a pleasure. He is funny, has a great sense of humour and is easy to get along with. Thanks for all your hard work while making the whole process fun!!</p>



[Paul Willard](#)

RaaS Investor at Grep VC, Cherokee Nation Citizen

Paul managed Rob directly

Rob has the laser focus on User Experience that nearly every company needs a healthy dose of. At his core he knows that happy users mean a happy balance sheet. Rob is also a joy to work with; quirky, highly intelligent, starkly honest, and unreserved. I would welcome the opportunity to work with Rob again.

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[Richard Leung](#)

Product Manager | Product Designer (UI, UX)

January 10, 2012, Richard worked with Rob on the same team

Rob's a great guy to have because he champions top-notch user experience, despite whatever challenges arise. Even when things get tough and hectic, he'll stay grounded and remind people that his job and goal is to design a great user experience. He'll balance the goals of various departments while rationally constructing a comprehensive user experience.

Peter Potrebic

ideals & software that work

January 4, 2012, Peter worked with Rob but on different teams

Not only is Rob a passionate designer, but he seeks to bring out the passion on his colleagues. He brings his ideas to the table, but also helps others express, discuss, and debate their ideas.

Rob has a critical eye, looking at UI design from many angles. He values elegance and simplicity.

As an engineer he is just the sort of designer that I love working with.



[Rufina Shteynberg](#)

Lead Product & Interaction Designer

December 29, 2011, Rufina worked with Rob on the same team

I worked with Rob on a various of projects, where the requirement specifications weren't quite defined and the task of a ui designer was not only to design a unique interaction but also define the behavior of the product. Rob has wonderful and most importantly simple ideas about design solutions. He is creative, passionate and articulate about his ideas and can sell even a "banana in Africa". Rob's design style is minimalistic and his interaction ideas are not for the sake of showing of the capabilities of technology, but to give users the feeling of "happening", some element of entertainment and overall positive experience. I would strongly recommend Rob as a UI designer!



[Ben Bjarin](#)

CEO and Principal Analyst at Creative Strategies, Inc.

October 2, 2009, Ben reported directly to Rob

Rob has proven during the time I worked with him and the working relationship we carried on past our employment together to be extremely capable and hard worker. He has a deep understanding of internet software as well as graphical user interfaces and user experience. He has a very broad skill set and knows how to bring them all together to develop a product or service to end users in the simplest way possible.



[Lawrence Gunn](#)

Computer vision and machine learning engineer with a background in algorithm development and data modeling. September 11, 2008, Lawrence worked with Rob but on different teams

I worked with Rob on the web and desktop user interfaces for YouSendIt, the time being very productive and enjoyable. He is upfront in his evaluation of ideas and interfaces, but also does not require that the design be done his way. His mantra is that the goal, in the end, is what works for the user, regardless of what the developer thinks is the best design. His work with users in interaction studies made him the best user experience person I have known.



[Alexis Longinotti](#)

Product Management Consultant &
Advisor at ProductFlex

September 8, 2008, Alexis worked
with Rob on the same team

I really enjoyed Rob's enthusiasm and creativity - it made working with him interesting, engaging, fun and productive. He is always forward-looking, and while he sees and embraces the big picture, he doesn't lose sight of the details either.



[Hong Huo](#)

System Software Developer

September 8, 2008, Hong worked
with Rob on the same team

Rob is an experienced UX expert. His deep knowledge on UX fundamentals, as well as hands-on expertise on the UX development process, helped improve usability of my product.