



Rob Offutt

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Product design leader, ex–software engineer, with a decade in biotech R&D. I diagnose, design, and ship complex, data-dense tools — and build them in code. Turning complexity into clarity.

Willing to tackle the unglamorous work when it's what the product needs.

Core Skills

Domain Expertise

Biotech & life sciences
Genomics & NGS
Clinical Diagnostics (Dx)
Research
Lab workflows

Design Leadership

Design Systems
Heuristic UX audits
User Research

Engineering Expertise

Front-end development
Agile methodologies

Product Thinking

Discovery
Roadmapping
Stakeholder Engagement

Recent Tools

AI tools (Claude, ChatGPT)
GitHub
Figma
HTML, CSS, Typescript
Bootstrap
Angular
Atlassian Suite

Certifications

Certified Scrum Master (CSM)

Education

BS, Computer Science
James Madison University

Recent Experience



Alamar Biosciences, Inc

Product Design Consultant (contract) | 2026 - present

- Led a full heuristic UX audit of **NULISA Analysis Software**, Alamar's R/Shiny proteomics platform — grounding every finding in Nielsen's heuristics and established UX laws.
- Redesigned all core screens end-to-end — analysis, QC, statistics, and reporting — as a clickable prototype.
- Implemented the new design system directly in the production R/Shiny codebase; sequenced the audit into a prioritized roadmap when scope tightened. Leadership: "takes our product to a whole new level."



Sabbatical

Self-funded | 2025

Intentional, family-focused break; stayed current on emerging design methods and AI tooling.



Thermo Fisher Scientific

Head of UX Design & Research, Genetic Sciences | 2020 - 2024

- Reported to the VP of R&D; led UX at the org level across five business units (HID, CE, qPCR/dPCR, GTS, Microarray). Built and scaled an embedded design team from the ground up.
- Shipped **Diomni Enterprise Software** — a clinical platform delivered MVP-to-end-to-end in 3 months, called a "crowning achievement" internally.
- Led the org's largest-ever UX research effort to redesign the **TaqMan Assay Search Wizard**; presented the competitive gap to leadership and secured ~\$1M in phase-one funding within a week.
- Designed the **QuantStudio 7 Pro DX** — the first single-mode Dx system with ADF built in — validated through internal and external user testing.
- Drove the division's **Sketch → Figma migration** and stood up a division-wide design system.

Associate Director, Software & UX, Next Generation Sequencing | 2014 - 2020

- Directed UI/UX for the Ion Torrent software ecosystem (AmpliSeq.com, Ion Reporter, Genexus) across clinical and research markets — LIMS, assay design, and analysis pipelines.
- Redesigned the AmpliSeq.com assay design and purchasing experience; stood up early component libraries and design-system foundations while close to the code.



5AM Solutions, Inc

Strategic Account Lead | 2011 - 2014

- Grew life sciences commercial **revenue 10x** — from \$300K to \$3M/year.
- Led the launch of a cloud-based assay design platform in under 4 months, exceeding revenue goals by 20%.
- Directed end-to-end redesigns of legacy research products — my first move from delivery into product design.



Fannie Mae

Software / UX Architect | 2010 - 2011

- Cut month-end financial close time 50%+ through database optimization.
- Built desktop reporting tools that generated 30+ complex financial reports in under an hour — designed around how analysts actually worked.



Red Hat, Inc

Technical Project Lead | 2005 - 2010

Enterprise modernization & B2B platform delivery for clients including the U.S. Mint, GlobalFoundries, and The Carlyle Group.