



Rob Karlovetz

Portfolio: www.makemorebetter.design

LinkedIn: www.linkedin.com/in/makemorebetter

I'm the luckiest guy I know. I've spent over two decades making things better. But it's just not about making things faster, smarter, and more human — it's about looking across complexity and identifying the right problems to solve. Whether it's launching 0→1 products, scaling enterprise tools, creating GenAI tools with intent, or building design teams that stick, I focus on removing friction so people and businesses can accelerate into the future.

Along the way, I've worked with some amazing people, solved some gnarly problems, and helped deliver bottom line value in the billions. And after all that, I still get excited about the possibility to make more better. That's not luck exactly — but it sure feels like it.

Director, Product Design

Sam's Club, June 2019 – June 2025

Led a 25+ product design team focused on driving design-led business transformations, and enterprise associate efficiency. Responsible for product development, launch, iteration, and redesign within the Associate Enablement, Club Operations, Private Brand Item Lifecycle, Merchant Enablement, Pricing, Costing, Space Planning, Member Experience, and Reverse Logistics business segments.

- **Brought 30+ 0-1 products to market**, scaling from MVP to supporting 600+ clubs, 41,000+ associates, and 69 million members.
- Drove **\$700M+ in business impact** through improved SG&A, increased membership, cost recovery, supplier management, and inventory loss prevention.
- **Pioneered multiple AI and ML based initiatives** utilizing LLM and generative data models within the Merchant Enablement, Finance, and Pricing business units.
- Spearheaded the Club Pickup platform that drives the **"order online and pick-up at club" experience for 69 million members** and is a high-value experience for members.
- Spearheaded the Frictionless Exit Experience, ultimately **driving \$200M+ in savings** by optimizing checkout processes, ultimately earning a **Walmart President's Innovation Award** and an **iF design Award**.
- Copilot and judge for the **Sam's Club Innovation Jam 4 years in a row**, helping to create a platform for new ideas, cross-functional collaboration, and multiple patents.
- **Expanded DFW-based UX & Product teams by 3,000%**, growing the Dallas Innovation Center into a high-impact hub for both Walmart and Sam's Club. Fostered a high-performing business culture that kept associate **attrition rate below 1% annually**.
- Recognized **2 times as Making a Difference Award winner**.
- Advocated for deeper community and educational engagements, partnering with the University of North Texas (UNT) & University of Arkansas (UoA). Acknowledged as **'2023 Partner of the Year' by UNT**.
- **Founder and Speaker** for the Sam's Club Re:Imagine Retail Conference.



CX + UX Consultant

Consulting, May 2018 – July 2019

Provided physical-to-digital experience consulting to enterprise clients, including GameStop, FedEx, the DFW Airport, and Citi Bank. Led strategic work in marketing communications, UX experience, research, and delivered platform redesigns, navigation optimizations, and product innovation initiatives.

- Collaborated with and guided cross-functional teams, **working with 6-12 UX designers, researchers, and product strategists** to implement high-impact initiatives.
- **Redesigned Citi Bank's global navigation**, improving feature engagement for users pre and post login activities to provide deeper service engagement for known customers.
- **Piloted Citi's reimagined mobile app experience for North America**, positioning the bank to compete with fintech startups through budgeting and finance tools and tiered service level offerings in a digital space.
- **Optimized FedEx's digital-to-physical experiences**, aligning corporate messaging and improving CX consistency between their in-store experience and digital interfaces.
- **Crafted a digital-to-physical engagement strategy for the DFW Airport** to drive new customer acquisition and increase customer satisfaction. Reduced user friction and supported airport visitors in wayfinding, shopping, and dining while also creating a digital platform for vendor promotion and advertising.
- **Advised GameStop on customer engagement strategies**, crafting a roadmap for console manufacturer partnerships and expanding their customer base through incremental product market explorations.

UI + UX Director

Fossil Group, Inc– Connected Devices Group, November 2017 – April 2018

Oversaw UX and UI strategy for Fossil's Google Wear OS integration, leading smartwatch platform innovation and customization efforts for multiple Fossil brands including Kate Spade, Marc Jacobs, Skagen, Misfit, and Tory Burch.

- **Managed a team of 15+ designers and remote engineers** focused on Fossil's smartwatch UI + UX strategy.
- Led the sale of Fossil's smartwatch division to Google, supporting the **\$40M acquisition by refining e-ink smartwatch technology**.
- **Designed and optimized Fossil Hybrid Watches**, balancing traditional watch aesthetics with smartwatch features and native mobile app technology.
- Created brand-specific smartwatch UI layers in collaboration with Google, ensuring a **scalable differentiation model** across Fossil-owned and licensed brands.



UI + UX Manager

PFSweb LiveArea (now Merkle, Inc), November 2013 – July 2017

Managed UI + UX digital-to-physical strategy for omni commerce platforms that serviced the full customer lifecycle, from acquisition to re-engagement. Responsible for platform design, implementation strategy, and ongoing customer engagement programs for P&G, Gillette, Tide, Dooney & Burke, Heineken, funimation, Canada Goose, and the United States Mint. Expertise on subscription models, digital experience innovation, and eCommerce scalability.

- **Led a team of 3-6 UX designers**, ensuring cohesive design execution and user experience alignment across multiple brands.
- Created a white label omni commerce program for P&G that drove efficiency and scalability in eCommerce operations. **Launched 11 P&G brands** omni commerce experiences with an **average delivery time of 6 weeks**.
- **Created Gillette's direct-to-consumer subscription model**, competing directly with Dollar Shave Club.
- **Developed the Tide Subscription Model**, enabling automated convenience-based purchasing.
- Modernized the United States Mint's eCommerce platform, **generating \$450M+ annually, with peak days exceeding \$50M in sales**.
- **Expanded United States Mint's marketing efforts**, leading to record-breaking engagement, sales, and customer acquisition.

Additional Experience

2004 – 2013

Created award-winning advertising, branding, marketing, print campaigns, websites, and mobile app experiences for a wide range of clients, including the Dallas Mavericks, Ford, Dell, Neiman Marcus, Air New Zealand, Cook Children's, Carter BloodCare, and the City of Irving.

BFA Design Communications, Texas Tech University (Cum Laude)

Insights for Innovation, IDEO U

Foundations in Design Thinking, IDEO U

Inclusive Leadership, Walmart Academy

Ask Me About

Transformational Leadership
Corporate Innovation & Strategy
GenAI + ML Design & Implementation
Scalable Product Development & Impact
Customer Journey Mapping & Research
User Research & Data-Driven Design
Storytelling and Communication
Enterprise UX & SaaS Platforms

Trademarks and tattoos
Being featured on Oprah
Only writing with blue ink
Finding products with permanence
Accidental car culture
My top 5 books for designers
The Plant Life