Erin Price, Senior UX Designer

Torrance, CA | 850 227-5292 | erin@erinprice.design | erinprice.design

Experience

Senior UX Designer, Charles Schwab | Remote | 2/23–5/23
Design of products used by Registered Investment Advisors to manage their businesses and their clients' financial lives.
→ Worked with cross-functional team to enhance the user experience for the entry point to a suite of products used by Registered Investment Advisors.
→ Collaborated with UX writer to enhance and create new content on product educating users on suite of products.
→ Collaborated on effort to enhance and update search functionality within the Schwab Advisor Center.
→ Developed UX/IA deliverables including wireframes, prototypes, and user flows.

Senior Product Designer, CS Disco, Inc | Remote | 6/21–1/23
Design and research lead as part of a product feature team (product, domain, engineering, design) for legal software (ediscovery and case management) used in enterprise, law firms, and government.
→ Led the design and research effort for the feature team focused on the application's "front door"—login, access to files, settings, permissions, and analytics reporting.
→ Planned and conducted user research and usability testing sessions with clients, conduct desk research, collect relevant analytics, and conduct interviews with domain experts and business stakeholders.
→ Analyzed and synthesized findings to inform the "jobs-to-be-done" and validate design direction.
→ Presented designs and articulated design decisions and UX deliverables to feature team, design team, and stakeholders.
→ Collaborated with designers and engineers on updating the design system, including contributing designs, and defining and documenting usage guidelines and specifications.
→ Worked with engineers throughout the development process to ensure the product is built to design specifications.
→ Documented design and research processes for the design team's playbook.

Senior UX Designer, City National Bank | Los Angeles, CA | 4/18–5/21
User experience design, prototyping, user research, usability testing, information architecture on enterprise web application.
→ Led UX design initiative on enterprise credit risk analysis applications.
→ Collaborated with product owners, business systems analysts, developers, QA, and other stakeholders on agile team.
→ Contributed to design system in collaboration with consumer-facing UX design teams.
→ Planned, coordinated, and conducted various methods of user research and usability testing.
→ Analyzed data, presented findings, and made recommendations to stakeholders based on synthesis of findings, business requirements, priorities, and technical constraints.
→ Developed UX/IA deliverables including wireframes, prototypes, personas, and user flows.
→ Led and mentored contractors, new hires, and junior UX designers.

Erin Price Design | 3/15–11/17
User experience design, user research, and information architecture for various clients..

→ **Beyond Curious** | Culver City, CA | 9/17–11/17
   Project-based contract to redesign and optimize B2B e-commerce website, vertiv.com.
   • Updated navigation, home page, search results pages, and product pages to improve findability and overall UX.
   • Co-facilitated discovery and ideation workshop at client headquarters.
   • Collaborated with user research team to plan and conduct tree testing and user interviews. Synthesized research findings and business needs into a more user-centered and component-driven design.

→ **Hermann-Scheer** | Playa Vista, CA | 8/17–9/17
   Lead user-centered redesign of ThinOptics, an eye wear technology e-commerce site.
   • Analyzed content, site architecture, and competitor sites to determine requirements.
   • Reworked site IA, and checkout process based on requirements, best practices, and usability test results.
   • Redesigned pages and designed new page templates.

→ **EightShapes** | Remote | 8/16–2/17
Project-based contract for NetApp, a provider of data storage solutions.
- Research-based redesign of the product pages based on revised information architecture and content strategy.
- Co-facilitated sketching workshops and project milestone presentations.
- Developed, defined, and updated the LUCI design system. Created new components, elements, and page types and wrote usage guideline documentation.
- Created wireframes to show responsive behavior patterns of pages and components.

→ **FatDUX** | Remote | 8/16–10/16
Led research project to determine the value of a tool that could aid grassroots historic preservationists in their work.
- Developed research plan, and conducted ethnographic interviews, secondary research, and ran a comparative
- review of historic preservation web sites.
- Analyzed and synthesized data; presented findings and recommendations.

→ **Under Armour** | Baltimore, MD | 8/15–1/16
Fixed-term contract to optimize the Online shopping experience of Under Armour sites (US, Europe and partner sites) and mobile apps as part of the UX team.
- Conducted remote qualitative usability tests and card sorts; analyzed results and presented findings and recommendations to stakeholders. Synthesized and applied research findings to new designs.
- Created wireframes, journey maps and interactive prototypes to define and convey information architecture, content types, functionality and interactivity.

→ **Red Thinking** | Remote | 3/15–9/15
User experience design, information architecture, interface design and front-end development of web and mobile sites.
- Created wireframes, prototypes, site maps, personas, user journeys.
- Conducted usability tests and rapid prototyping sessions.
- Developed and maintained sites in WordPress.

UI Designer & Front-End Developer, American Chemical Society | Washington, DC | 5/13–2/15
UI design, visual design and front-end development for multiple ACS sites and apps as a member of cross-functional UX team.
→ Collaborated on site architecture, user journeys and interactions; create prototypes.
→ Translated wireframes into aesthetic, usable, on-brand user interfaces.
→ Ensured mobile-first, responsive, and accessibility compliant design and code.

Associate Manager, Web Production Engineer, Stanford University | Stanford, CA | 9/09–8/11
→ Migrated alumni.stanford.edu content to new CMS and tested for bugs.
→ Created bimonthly web version of Stanford magazine.
→ Managed and updated content for departments within the Alumni Association.

Web Designer & Front-End Developer, Intrax, Inc. | San Francisco, CA | 4/07–8/09
→ Design, front-end development and content updates of multiple product sites, microsites, and landing pages.
→ Designed and created HTML emails & newsletters, promos, banner ads.

Education

M.S. in Information Architecture and Knowledge Management, Concentration in UX Design
Kent State University

B.F.A. in Graphic Design, Minor in Art History
Louisiana State University

Areas of Expertise

UX Design	Analyzing & Synthesizing Data	Accessibility
Information Architecture	UI Design	Inclusive Design
User Research	Design Systems	Visual Design
Usability Testing	Content Strategy & Creation	HTML/CSS Development