

Erik James Bjarnason

<http://erikbjarnason.me>

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Erik Bjarnason
UI/UX Designer

EDUCATION

UX Design Immersive

General Assembly - 2017

Bachelor of Sciences in Graphic Design

Art Institute of OC - 2006

SKILLS

RESEARCH METHODS

- SWOT Analysis
- User Testing
- Personas
- User Flow
- Analytics
- Usability Testing

DESIGN ABILITIES

- Information Architecture
- Interface Design
- Interaction Design
- Motion Graphics
- Wireframing
- Interactive Prototyping

SOFT SKILLS

- User Interview
- Scrum
- Agile Methodology
- Presentation
- Design Leadership

TOOLS

- Omnigraffle
- Framer
- Axure
- InVision
- Sketch
- HTML/CSS
- Adobe CC
- Figma
- MS Office
- ForSee
- Final Cut Pro
- Paper Prototyping
- Framer
- GIT
- Webfolow

EXPERIENCE

The Proactiv Company – Senior UX Designer - 06/18 – Present

As the senior designer at Proactiv I lead a small team in the creation of on-brand eCommerce feature updates, user tests, and overall CX. My responsibilities include user research, usability testing, persona creation, as well as leading scrum teams and whiteboarding sessions.

I build out interactive app and responsive site prototypes to test the release of Proactiv products before bringing them to the wider market. Successful projects I have lead include a Proactiv MD back to school ecommerce funnel and site launch, templating for our social media branding that has increased Proactiv's speed to market, and mobile UX alterations based up my UX research that has lead to increased monthly sales and time spent on the member's version of the site.

RAPP - Senior UX Designer – UI/UX Designer - 02/18 – 05/18

At the big data ad agency RAPP my UX Designer responsibilities included user research, leading white boarding sessions, creating user flows and journey maps, as well as wire framing responsive sites for Toyota.

My additional responsibilities included presenting the designs to the SVP of RAPP and client lead for Toyota. My other clients included Paypal and AARP.

NBCUniversal – UI/UX Designer - 10/17 – 01/18

At NBC, my responsibilities stretch from wireframing and creating user flows for enterprise applications and responsive websites to organizing and gathering data for business intelligence presentations.

During my time at NBCUniversal I built out multiple apps, lead the creative time in user research, and built out a travel portal, that serviced all of Comcast, based upon the data gathered during the user research sessions.

Vultus Inc - UX Designer - 08/13 – 02/16

I brought Vultus' clients vision together from start to finish. From UI and UX design. I get my hands dirty in pencils, to prototyping and wireframing. I advocate for the user in all forms of the design process.

My responsibilities included financial planning, hiring contractors, user research and usability testing, creating personas, sketching low-fidelity process flows, designing wireframes and navigation sitemaps, producing dynamic prototypes, UI design, visual design and building CMS enabled websites.

As a founder of Vultus I lead the build out for the brands: Conor Lynch Foundation, Pinecrest Schools, as well as Rock City Tennessee. For Conor Lynch Foundation we executed on a social media campaign and 5K run event that raised over \$10,000. For Rock City we launched an entire app within a four month timeline and Pinecrest had their brand rebuild and allowed them to position the school system to sell off it's assets to a larger private school.

The Proactiv Company - UX Designer - 05/16 – 08/17

I was the user UX designer on the creative team at the Proactiv Company. My

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responsibilities included user research and usability testing, creating personas, sketching low-fidelity process flows, designing wireframes and navigation sitemaps, producing dynamic prototypes, UI design, visual design and writing HTML5 and CSS.

During my time at Proactiv I lead the redesign for the consumer engagement portal and purchasing funnel as well as the member version of the Proactiv website.

Guthy | Renker – Web Designer - 02/15 – 05/16

At Guthy|Renker I created requirements documents within JIRA, I built UI designs for responsive eCommerce sites, and I used ForeSee to gather customer experience analytics.

My additional responsibilities included performing multivariate tests on mobile eCommerce experiences, creating customer personas from the data gathered, and conducting daily stand-up meetings with the design and development team as well as two-week retrospectives.

During my time at Guthy | Renker I was succeeded in creating the agile system the company still uses, launching the Meaningful Beauty ecommerce website, as well as streamlining the Perricone MD mobile experience.

Ignited – UX Designer - 07/14 – 03/15

As the UX Designer and information architect lead for the digital agency, Ignited, I conceptualized and wireframed the responsive presence for Ignited's clients Scopely as well as Fresh and Easy. My responsibilities include user research, creating personas, sketching low-fidelity process flows, designing wireframes and navigation sitemaps. My additional responsibilities included presenting the designs, along with the Ignited Team, to the CEO and the SVP of Scopely's Publishing Platform.

During my time at Ignited I lead the UX for building out the Scopely homepage and mobile gaming apps as well as ecommerce UX testing for Fresh and Easy.

Kwaai Oak – UI/UX Designer - 02/13 – 07/14

During my time at Kwaai Oak I worked as a technical consultant for digital media and film distribution companies. My responsibilities included crafting the visual design and workflows for Kwaai Oak's clients as well as performing front-end engineering duties, responsive email and site creation, as well as user testing and quality assurance.

While at Kwaai Oak I build out a pitch deck and presented the prototype and deck to investors for the digital asset management application called Aviate.

RPA - Front-End Developer - 02/13 – 06/13

I worked alongside a team of 3 developers in an agile team, developed in a .NET environment creating mobile sites for Honda and Acura.

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At RPA I output front-end code for Honda and Acura responsive websites.

DBA Worldwide - UX Designer - 11/12 – 01/13

I worked with a team of seven designers and a remote development team to concept and design two multimedia (mobile, web, print and environmental) pitch campaigns for Smile Care with a very tight deadline placed upon my team. I used Google Analytics and UserTesting.com to gather Smile Care client analytics and create personas from the data gathered. Additionally I built out the motion graphics for the pitch decks and output UI based upon my UX research.

1-800-DENTIST - UI Designer - 06/12 – 10/12

My responsibilities at 1-800-DENTIST included designing the flow, look and feel of the 1-800-DENTIST online presence as well as their enterprise dental patient software platform.

While at 1-800-DENTIST I lead a team of three in streamlining asset output between the creative and development teams as well as creating a style guide system for the 1-800-DENTIST online ecosystem.

Agency 689 - Art Director - 02/08 – 09/12

At Agency 689 I was responsible for leading the creative team and generating visual concepts in response to clients' briefs. My responsibilities included brainstorming with a copywriter, project manager, and creative director on the scope and direction of multimedia advertising campaigns. Additionally, I was responsible for the completion of the campaigns and I had overall sign-off on the appearance and visual message of the clients' brand.

I executed on digital communications, websites, apps, emails, marketing materials, press advertising, pay-per-click campaigns, SEO, video and social media advertising, as well as logo design and branding.

My notable projects during my employment at Agency 689 were the web presence and video ads for Sunset Marquis, the London Hotel, Traveler Guitar, as well as an E3 booth and comic book design for AMD.