ERIN DeGRAND

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SKILLS

Wireframing
Prototyping
User Testing
User Research
Comp. Analysis
Interface Design
Google Analytics
Design Systems

TOOLS

Figma
Sketch
Adobe XD
InVision
Photoshop
Illustrator
WordPress

EDUCATION

Parsons | The New School
Advanced Adobe Illustrator
New York, NY 2004

**Fashion Institute
of Technology**
Bachelor of Arts Degree
New York, NY 2002

MY STORY

I'm an NYC based UX designer with a background in graphics and fashion. My 10+ years of experience includes design for product, web, logo and prints. I aim to create innovative solutions that tell a story and make a difference.

EXPERIENCE

UX/UI DESIGNER - *GAF - remote (Aug 2021 - present)*
• Deliver engaging user-focused interfaces that meet business goals, while driving growth and innovation

• Identify areas of the site for improvement, develop end-to-end solutions through user interviews, research, wireframes, prototyping and testing

• Promote brand awareness and increase discoverability, incorporate best practices for SEO keywords and metadata into UX design for each page

UX DESIGNER - *Mortie - remote (June 2021 - Sept 2021)*
• Developed the design system and content strategy for the desktop site for the launch of the mobile application

• Led research, design and prototyping of interactive elements used in the global navigation menu, web page components and auto-gen. emails

UX/UI DESIGNER - *HNA - remote (Sept. 2020 - May 2021)*
• Created a responsive website and company logo by analyzing user interviews, surveys and comparative research

• Guided stakeholders to implement UX best practices for accessibility, and provided content direction to tell the organizations story

UX DESIGNER - *Keypoint Signs and Graphics - remote (Sept - Nov 2020)*
• Implemented an onboarding flow for the mobile site using a series of micro-interactions

• Designed an interactive drag-and-drop component used to customize the products offered

UX DESIGN FELLOW - *General Assembly - remote (Aug - Oct 2020)*
• Navigated a 12 week (500+ hour) project based immersive using UX skills including design thinking, sketching, ideation and information architecture

• Created user-focused mobile and desktop experiences through research, analysis, wireframes, personas, prototyping and user testing

DESIGN MANAGER - *Oshkosh B'Gosh - NYC (Aug 2010 - Apr 2020)*
• Mentored a team of 3+ in developing product from concept to execution

• Collaborated cross-functionally to design innovative graphics and prints to tell a cohesive brand story and grow revenue for key categories

• Contributed to concept direction quarterly, synthesized market research, and presented findings to stakeholders for color, pattern, and trend

GRAPHIC AND PRODUCT DESIGN - *various -NYC (Jul 2005 - Apr 2020)*
• Designed products for a range of clients including Tommy Hilfiger, Nautica, Rockets of Awesome, The Childrens Place, and Five Points Graphics

• Created pixel-perfect logos, prints, and digital art to satisfy the needs of both the users and stakeholders while meeting tight deadlines