



Eric Hollinshead

SENIOR UX / UI DESIGNER, PRODUCT DESIGN MANAGER

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Jacksonville, FL

I am a Sr. UX / UI Designer and Product Design Manager with responsibility for customer experience-driven product innovation. With over 20 years of experience, I specialize in designing user-friendly, engaging, and data-driven digital solutions for various industries and platforms.

My Roles

7-11 2022- PRESENT
Sr UX / UI Designer

- Mentor a high-performance team of R&D Designers, increasing project output
- Introduce design systems across all breakpoints, reducing development effort
- Designed and implemented a sensor based monitoring system for key equipment in 7-11 stores leading to addressing key issues that impact sales and operations

Education

Art Institute of Ft. Lauderdale,
Graduate 2003

References

Randy Spear
Creative Director,
Atlanta GA

David Hunt
Sr. Product Designer,
Rochester NY

Janessa Lindquist
UI/UX Designer,
Bountiful, UT

Phone numbers, email addresses
provided by request

People Ready 2020 - 2022
Product Design Manager, Sr UX / UI Designer

- I managed a team of half dozen designers to deploy improved web and app experiences which resulted in a large increase in user adoption.
- Guided the creation of personas, use cases, and customer journeys leading to a more targeted design process
- Introduced design sprints as part of the UX design process, reducing development time in half

Brightspot / Perfect Sense 2019 - 2020
Sr UX / UI Designer

- Operated cross-functionally across design and engineering teams to deliver seamless UX solutions, raising customer satisfaction levels
- Devised a more streamlined product for NPR member stations CMS platforms leading to an uplift in adoption
- Overhauled responsive web design system for Mattress Firm contributing to a decrease in content deployment time and an increase in activity of users

PGA of America 2017 - 2019
Digital Experience Lead, Championships

- Led all digital experiences for major golf events such as the Ryder Cup, PGA Championship, KPMG Women's Championship, etc.
- Led UX design team in creating the consumer-friendly interface of championship ticketing interface which saw an increase in consumer usage
- Pioneered a new wireframing with code method that allowed fast deployment of reusable UI across up to a dozen websites at once increasing workflow efficiency

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Tools/Skills

Figma

Adobe Creative Suite

Jira / Confluence

Maze

Usability Hub

Design Systems

HTML & CSS

JavaScript / jQuery

Responsive Design

Native Apps

WordPress / Headless CMS

User Interviews

Competitive Analysis

Qualitative / Quantitative Data

Information Architecture

User Journey Maps

Interaction Design

Visual Design

Prototype Testing

Mentor

Team Lead

Management

Project Direction

My Roles Cont'd

Total Wine & More

Native App Designer

2017

- Led UX/UI design of key native app features like same day delivery and rewards programs, contributing to an increase in user experience scores
- Implemented in-store moderated user research initiatives, improving the design of the native app by optimizing user feedback

Office Depot

Sr UX / UI Designer

2016

- Using un-moderated usability testing and prototyping techniques increased conversion of same day delivery checkout experience on both web and app
- Managed relationships between designers and development of front-end design systems
- Guided the creation of personas, use cases, and customer journeys leading to a more targeted design process

ADP

Sr UX / UI Designer

2015

- Drove innovation for ADP payroll product by conducting research, user journey mapping and rapid prototyping
- Increased HR payroll solution efficiency in target task completion rate
- Supervised and contributed to redesign of mobile application

EY

User Experience Manager

2014

- Managed a dozen in house and agency partners during an aggressive redesign of the company's digital platforms, leading to an increase in user adoption
- Coordinated designers, product managers and developers to a sprint model leading to a reduction in project timelines
- Implemented design systems and QA code techniques, reducing UI bugs in half

Intuit

Interactive Designer

2005-2013

- Increased adoption of TurboTax Online, Mint, and Bill Pay within online banking applications
- Introduce product and development teams to research, usability studies and wireframing within a sprint design model decreased project timelines as well as set clear expectations
- Corporate website revamp, increasing user traffic
- Implemented A/B testing strategies leading to a 35% increase in user engagement