

Eric Curb: Product UX Designer

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| Designing & Building AI products | MIT | www.curb.ws |
| MA Digital Media | Memphis College of Art | info@curb.ws |
| BA Visual Arts | University of Arkansas at Pine Bluff | 901.497.9032 |

Overview

A creative with a proven track record in designing and implementing SaaS digital products with team mentorship experience. I specialize in translating insights into solutions to elevate overall product strategies. I'm adept at establishing and nurturing design systems that drive brand consistency and enhance user engagement. I also effectively oversee UX processes for both onshore and offshore design teams, fostering collaboration and innovation.

Methodology & Tools

- Methodologies: Agile, Design Thinking, Lean UX, User-Centered Design
- Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator), InVision, Abstract, UXD, Microsoft Visual Studio, Microsoft Office Suite

UX Process

Analysis: Audit content to understand problems, gather insights from stakeholders, users, and competitors, and define objectives and key results.

Design: Brainstorm content strategy, sketch, wireframe, and prototype validated UI/UX patterns for user testing, and develop and launch beta or public versions.

Test: Review analytics for KPI performance, collect qualitative and quantitative user feedback to fix bugs and enhance features.

2022- Present Product Designer, RentSpree

RentSpree connect renters to real estate agents and landlords. My tasks are :

- Designing documentation, components and spearheading the development and strategy for a comprehensive design system that enhances the user experience and ensures brand consistency while managing a diverse team of designers and collaborating with product and engineering teams.
- Leading a cross functional team for governance, resulting in improved feature adoption and to improve NPS scores.

2019 -2022 Principal UX Product Designer, TaxAct

TaxAct is a online tax preparation software company. My role included:

- Lead the design for both Android and iOS native apps.
- Pioneered a mobile-first design strategy, delivering a responsive web experience that boosted user engagement, retention metrics and SEO by 30%.
- Designed and oversaw the design system while facilitating seamless collaboration between onshore and offshore resources.
- Established a robust framework for design documentation and best practices, fostering efficiency and consistency across design initiatives.

2014 - 2019 UX Design Lead, Thomson Reuters Westlaw iOS

Westlaw is the legal flagship product of Thomson Reuters. My role consisted of:

- Leading the end-to-end UX process for onshore and offshore teams, producing award-winning mobile and desktop application wireframes, prototypes and high fidelity mocks through iterations and testing.
- Collaborated with stakeholders to create a design language that defines and governs a suite of 14 internal tools that helps establish consistent patterns across product features.
- Cultivated a design culture that prioritized user research and iterative testing, leading to a 50% increase in user satisfaction ratings.
- Since launch the Westlaw iOS App has won over 13 awards and gained recognition as the best legal research mobile app.

2010 - 2013 Web Designer, Match.com

I've designed for Match.com's mobile web, native app, desktop website, and its sister site, chemistry.com's mobile and desktop website to be responsive. My role involved:

- Leading the design of responsive digital experiences for Match.com and chemistry.com, optimizing user interactions across web and mobile platforms.
- Engaged in strategic partnerships with major brands, enhancing brand visibility and user engagement through collaborative projects.