

STEVEN M. ERICKSON

DIGITAL EXPERIENCE MANAGER



CONTACT

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SKILLS

Figma

Adobe XD

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

HTML/CSS/JavaScript

UX research

Wireframing, Prototyping

Usability testing

Data analysis

Adaptability

Problem-solving

Project management

German



EDUCATION

April 2020 – July 2020 ●

Nanodegree, User Experience

Udacity Online

Three month course covering research fundamentals, prototyping, and analyzing performance of designs.

April 2020 ●

UX Design Theory

Udemy Online

Crash course teaching the difference between UI and UX, creating wireframes and building prototypes with InVision, and reporting user testing results.

2011 - 2014 ●

Bachelor's Degree - Marketing

Southern New Hampshire University

GPA: 3.89, Magna Cum Laude
Honor society: Delta Mu Delta

PROFILE

Energetic Digital Experience Manager, skilled in **Figma** and **UX research**. Over a decade of **marketing** and **branding experience** for global companies. Have completed several projects, including **design** and **information architecture** of a relaunched ecommerce store.

EXPERIENCE

● Lenze

Uxbridge, MA

● March 2022 – Present

Digital Experience Manager

- Understand customer needs, perform competitive analysis, user testing and develop insight to aid in the development of the digital customer experience strategy and inform design decisions.
- Visualize concepts to represent user journeys, personas, goals and information models.
- Collaborate with key stakeholders to create, implement and optimize an indirect channel e-commerce strategy and other digital sales strategies.
- Assisting with the organization's digital transformation efforts.

● July 2018 – March 2022

Marketing Programs Specialist

Responsible for identifying, developing, and managing the integrated marketing programs for Lenze's network of distributors.

- Maintained and enhanced key tools for distribution network.
- Developed and executed digital marketing campaigns for lead generation and brand awareness
- Led team in Americas market to relaunch e-commerce store.

● LendingClub

Westboro, MA

● April 2016 – June 2018

Associate Brand Manager

- Gathered industry data and trends to support strategic development of lead generation marketing campaigns
- Managed launches and longer-term maintenance of marketing campaigns in various channels
- Leveraged internal data, lead primary market research initiatives, and accessed secondary research

● Dentsply Sirona

Waltham, MA

● April 2014 – April 2016

Regional Marketing Coordinator

Provided education, co-marketing, and collateral support to 40+ sales representatives for their accounts.

● April 2012 – April 2014

Associate Marketing Coordinator

- Assisted Regional Marketing Coordinators in their marketing efforts.