ERICA
FIRMENT

About

I specialize in making complex interfaces approachable. As a product designer, I drive features and UI from concept to release. I wireframe layouts, design user flows, specify interactions, error conditions, and visual design.

My goal is to create fun user-centered experiences that convey narrative and offer clear calls to action.

Contact

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in linkedin.com/in/erica-firment

Education

FELLOWSHIP / DIGITAL RESEARCH Cornell University	**2003 - 2006**
MASTERS INFORMATION SCIENCE / HCI University of Michigan, Ann Arbor	**2000 - 2003**
BACHELOR OF ARTS / ENGLISH Michigan State University	**1994 - 1998**

Work

SENIOR UX DESIGNER — Reddit — **2015 - 2017**

As the lead designer at the fourth-largest website in the US (with one of the oldest codebases), I faced a set of unique challenges. Reddit is growing exponentially, and part of my work was to help establish tools and process for an expanding design team. I created user stories, wireframes, flows, interactive prototypes (Craft/Invision), assets, and documentation. Projects I shipped include: new moderator tools, a desktop theme redesign, a full mobile web redesign, new user on-boarding, and an internal metadata framework for improved listing relevance.

LEAD INFORMATION ARCHITECT — Realtor.com — **2013 - 2015**

As the company's first Information Architect, I worked at a leadership level to ensure cohesive user experiences. Redesigned Android app. Architected and designed a series of dynamic information visualization tools. Documented & redesigned navigation and footer for realtor.com.

Professional

- Experience in software, mobile, web, and 3D
- Quickly absorbs complex problem spaces
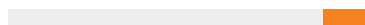- Adaptable, thrive in vague circumstances
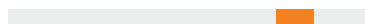- Passionate user champion

Achievements

✓ I run Librarian Avengers – a blog and humor website catering to disgruntled librarians. Featured in the NYTimes, Washington Post, and several books on librarians in popular culture.

✓ I'm a certified beekeeper, and kept hives at the Cornell Organic Farm.

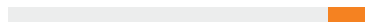✓ I've been Reddit and Internet-famous a few times. It was weird.
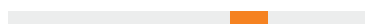
Technical

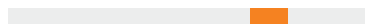**Sketch, Adobe, Prototyping**

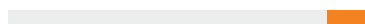**Product Design**

Information Architecture

HTML5 + CSS

Visual Design

UX Design

Awards

- 2009, 2010 SXSW Interactive – Panelist & Speaker
- 2009 OSCON – Ignite Speaker
- Graduate Student Research Assistant Scholarship
- 2006 Science Magazine – Educational Interactive Visualization Award
- 2002 University of Michigan – Margaret Mann Award

Online

@eriquita

speakerdeck.com/librarianavenger

ericafirment.com

Work

SENIOR UX DESIGNER
One Step Beyond Consulting

2012 - 2013

Lead redesign of the Cricket Wireless music app, Muve Music. Redesigned taxonomy, and implemented best practices. Reduced application's visual complexity and cognitive load by eliminating features, adding contextual information, and applying consistent design patterns.

SENIOR UX DESIGNER
Second Life / Linden Lab

2007 - 2011

Designed interactions and UI for the C++/OpenGL Second Life viewer. Partnered with open source & sustaining engineering groups to incorporate UX into engineering workflows. Started user research program. Created templates to elegantly present user generated content.
Projects: Second Life software redesign, front end implementation. Billing system, Viewer, Search, Avatar editor, Registration, Premium flows.

UX MANAGER
Cornell University

2004 - 2007

Helped manage a diverse team of developers (Java/JSP), DBAs, and CS students to develop the world's largest online collection of animal recordings at the Cornell Lab of Ornithology. Defined product requirements, translated to engineering specifications. Coded JSP & JavaScript. Graphic design and CSS, Conducted usability tests, participated in grant evaluation.

DIGITAL RESEARCH FELLOW
Cornell University

2003 - 2004

Faculty-level digital preservation researcher. Helped create digital preservation training workshop. Edited articles/contributed to RLG-DigiNews. PHP and web design.

References

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Intuit

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