Eric Moore

Senior Product Designer

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Product Designer with 8+ years creating user-centered solutions across SaaS, fintech, health & wellness, and marketing sectors. Expertise in design systems, cross-functional collaboration, and translating business objectives into measurable design outcomes. Track record of driving product strategy and mentoring design teams.

Work Experience

Pip: Co-Founder & Product Designer / South Jordan, Utah (2025 – Ongoing)

- Delivered 62% revenue increase for wellness spa client through complete digital transformation including website, booking system, and targeted advertising campaigns
- Co-manage all aspects of agency operations including client relations, project timelines, and business development while maintaining design quality standards

Optavia: Senior Product Designer / Lehi, Utah (2022 – 2025)

- Redesigned program delivery system that reduced development cycles from 4 months to 2-3 weeks, enabling leadership to launch coach business programs on time and shifting team dynamic from reactive to strategic problem-solving
- Led comprehensive coach experience mapping initiative across 4 product managers that became the foundational reference document for all subsequent product decisions in the coach portfolio
- Designed end-to-end client-led acquisition system including goal-to-plan questionnaire, user pathways, and technical strategy to support strategic business pivot from coach-dependent to client-led growth model
- Built design system prioritizing developer efficiency that accelerated feature implementation and created consistent user experience across the health platform serving 800K+ monthly active users

SimpleNexus: User Experience Designer / Lehi, Utah (2020-2022)

- Served as dedicated designer for agent experience team (5-6 engineers, 1 PM), expanding SimpleNexus into new real estate agent market segment while strengthening lender-agent relationships
- Led 5-day design sprint that validated core communication problems between agents and lenders, resulting in agent dashboard for pre-qualification letter generation that kept all parties informed through changing loan conditions
- Developed deep mortgage industry expertise through licensing courses, agent interviews, and field research to inform product decisions for new user segment

Epic Marketing: UX/UI Designer / Draper, Utah (2019-2020)

- Designed bold agency rebrand with high-contrast visual system that differentiated Epic from competitors and attracted premium clients, contributing to move into branded office space
- Delivered high-quality web design across diverse client projects under tight timelines in fast-paced agency environment

Vivint Smart Home: UX/UI Designer / Provo, Utah (2017-2019)

- Designed conversion-focused landing pages that generated millions of impressions and drove significant sales through compelling visual storytelling
- Developed effective collaboration skills working alongside affiliate marketing team and various influencers

Education

Bachelor of Arts in Graphic Design, Business Management Minor: Brigham Young University / Provo, Utah (2010 - 2017)

AI Product Design Certification: ELVTR (2025)

Web Development Certification: Salt Lake Community College (2019)

Skills

Design & Strategy: Product Design • UX/UI Design • Design Systems • User Research • User-Centered Design • Information Architecture • Usability Testing • Product Strategy • Wireframing • Prototyping • Visual Design • Responsive Design

Tools & Platforms: Figma • Adobe Creative Suite • Sketch • Miro

Process & Collaboration: Cross-functional Collaboration • Agile/Scrum • Remote Collaboration • Design Leadership • Stakeholder Management • Design Thinking