Eric Mack Johnson

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Work Experience

Mar 2020 - May 2022

Lead UX Designer at Unite Us

- Established UX as a function in the product development process, hired 2 researchers, 4 designers, and a Director of UX.
- Delivered a user-driven, research-backed product roadmap.
- Scaled operations and team structures as we grew from 200 to 750 employees, raised $150M, and acquired 2 companies.
- Led the design and data model for backend architecture overhaul and created the design system for 4 product lines.

Aug 2017 - Mar 2020

Senior Product Designer at Zoomforth

- Managed the UX, front-end development, and roadmap for an enterprise website builder. After launching redesigned platform, company ARR reached $2M and we won partnerships with 3 of the Big 4 consulting firms.
- Conducted usability studies, tracked key performance indicators, prioritized customer requests in a unique public feedback portal, and led the implementation and analysis of new features.
- Guided organization through branding sessions and updated the logo, brand colors, personality traits, and graphics.

Feb 2015- Oct 2016

Lead Designer at One Degree

- Managed end-to-end research, design, and development of responsive web app where families access and manage social services. As of 2022, the app has seen 62% year-over-year growth and 3.3M users have accessed over $51M in resources.
- Designed and developed One Home, a responsive web app to find and apply for affordable housing. On average, users downloaded 1,500 applications per month.

Jan 2012- Feb 2014

Product Designer at Fidelis Education

- Designed and managed a team of developers to build a responsive web app for students, teachers, and faculty to track personalized learning plans online. American Public University System invested and rolled out to 20,000 of their students.

Education

Sep 2007- Mar 2011

BA in Political Science at Santa Clara University

- Graduated Magna Cum Laude with Minors in Art & Spanish.

Skills

- End-to-end user experience wireframes, mockups, prototypes, development, and analytics
- Developing and conducting usability studies
- Leading branding & identity projects
- Visual consistency across mediums
- Front-end style frameworks for fast and consistent web development

Mediums

- Web & mobile apps
- Marketing websites
- HTML/CSS
- Graphics & illustrations
- Logo design
- Typography & layout
- Copywriting
- Video & photography

Tools

- Figma
- Sketch
- InVision
- Productboard
- GitHub
- Bootstrap
- BrowserStack
- Optimizely
- Google Analytics
- Mixpanel
- Pencil and paper