

Eric Mack Johnson

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Work Experience

- Aug 2017 - Mar 2020 **Lead Designer** | *Zoomforth*
- Managed the product development and roadmap for an enterprise website builder that earns over \$1.5M in annually recurring revenue.
 - Conducted usability studies, identified and tracked key performance indicators, prioritized customer requests in a unique public feedback portal, and led front-end implementation of new features.
 - Guided organization through branding sessions and updated the logo, brand colors, personality traits, and graphics.
- Feb 2015 - Oct 2016 **User Experience Designer** | *One Degree*
- Managed end-to-end design and development of responsive web app where families and case managers can search, manage, and refer social services. In the year we launched, membership doubled from 3,356 to 6,602 members, with 91,906 unique visitors.
 - Led team through a brand discovery process, crafted messaging, and designed a new logo and visual identity for the organization.
 - Partnered with Compass Family Services to design and develop One Home, a responsive web app for property managers, social workers, and families to find and apply for affordable housing. Since launch over 21,400 applications have been downloaded (1,500/month) and 20,000 people have made over 70,000 searches.
- Jan 2012 - Feb 2014 **Product Designer** | *Fidelis Education*
- Designed and managed a team of 3 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.
- June 2011 - July 2017 **Freelance Designer & Producer**
- *FanBridge* – Created fan pages, advertisements, infographics, and email templates which resulted in securing clients like Megan Fox, AJ Hawk, and The New York Liberty.
 - *Envision* – Designed whitepapers and datasheets, edited photos, and illustrated infographics. Clients included Cisco, Adobe and McAfee.
 - *Make It Funky* – Shot & edited event videos with custom graphics.
 - *Sun Basket* – Assisted production for promotional videos.
 - *Diversity Advocates* – Shot interviews, edited clips for social media.

Education

- Sep 2017 - Mar 2011 **BA in Political Science** | *Santa Clara University*
- Graduated Magna Cum Laude with Minors in Art & Spanish.
 - *KSCU 103.3FM* – Designed a new station logo and managed volunteers to plan campus events as Promotions Director.

Skills

End-to-end user experience wireframes, mockups, prototypes, development, and analytics

Developing and conducting usability studies

Leading branding & identity projects

Visual consistency across print & digital 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

Sketch
Figma
InVision
Productboard
GitHub
Bootstrap
BrowserStack
Optimizely
Google Analytics
Mixpanel
Photoshop
InDesign
Illustrator
After Effects
Premiere Pro
Logic
Pro Tools
Pencil and paper!