

# Eric Browning

419-378-1267 • [eric.browning@gmail.com](mailto:eric.browning@gmail.com) • [fiveoclockfriday.com/change-the-way-the-world-learns](http://fiveoclockfriday.com/change-the-way-the-world-learns)

## SUMMARY

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Senior Product Designer with 15 years of experience adept at finding innovative solutions to real problems. Proven track record in leading and taking initiative to build and launch SaaS products. Demonstrated success in turning concepts and goals into engaging product features.

## WORK EXPERIENCE

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### **Bloomfilter**

*AI-driven process mining for software development, B2B SaaS startup; full time remote position*

#### **Product Design Lead**

2023

- Led end to end research, definition, and design for 3 AI-driven features for financial planning, strategic initiatives, and process performance.
- Created and implemented a design system resulting in a 60% reduction in color palette and a ~70% decrease in type styles while improving consistency and visual impact.
- Worked with product and executive leadership to build high fidelity interactive prototypes critical for roadmap, sales, and marketing efforts.

### **Tanium**

*Cybersecurity and systems management platform for large organizations; full time remote position*

#### **Senior User Experience Designer**

2018 – 2023

- Owned UX and design for most popular modules (>25 million endpoints under management) managing significant feature expansion, customer growth, and usability improvements.
- Collaborated with a large cross functional team for partnership with Salesforce to launch a new ITSC product in 6 months, resulting in \$8 million in new sales pipeline.
- Created and enhanced over 30 components and features of the design system for scalability, consistency, and efficiency.
- Established and led a “UX champions” group for ~25 engineers, ultimately justifying and leading to the creation of dedicated front-end roles.
- Initiated a project to design, test and launch a major navigation redesign; leading a team with a graduate-level intern and a junior designer/researcher.

### **Coffee and Code**

*Boutique consulting firm building MVPs and improving established products*

#### **Lead Consultant, UX & Product Design**

2014 – 2018

- Introduced data-driven design workflows and design thinking workshops with multiple organizations to increase efficiency and enable smarter decisions.
- Leveraged expert research to build a therapy application for people with Alzheimers and dementia and their caregivers.
- Helped increase company revenue by 40% over a single year, and 70% over a two-year period.

## Blue Frog Gaming

*Game company building for web and mobile platforms*

### Art Director

2010 – 2014

- Joined as the first creative team member, building interfaces and art; launched projects including early iPad games and massive multiplayer strategy games.
- Hired and directly managed a team of 5 full time artists.
- Collaborated with NBC Universal and Syfy to develop two games within a 6-month timeframe.

## DigitalDay Creative Group

*Web agency focused on Fortune 1000 clients, primarily in consumer packaged goods segment*

### Interactive Designer

2007– 2010

## EDUCATION

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### Bowling Green State University, Bowling Green, OH

Bachelor of Science in Visual Communication, Minor in Marketing

## SKILLS

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**UX/Craft:** Product Design, Prototyping, Design Systems, User Research, UX Strategy

**Leadership:** Mentorship, Critiques/Reviews, Project Ownership, Hiring/Growth

**Tools and Software:** Figma, Sketch, Adobe Creative Suite, Balsamiq, HTML/CSS, Git

## PROFESSIONAL SPEAKING

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*Design Feedback for Everyone*

Flight Conference

Columbus Web Group

Stir Trek

*Personas/Empathy Mapping Workshop*

Akron Women in Tech

UX Akron

*No More Static Comps: Modern Design Process*

Codemash

Rosetta Tech Talks

Stir Trek