

# Eric Browning

## Design Lead

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### EXPERIENCE

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#### Bloomfilter

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

##### Product Design Lead

May 2023 - Sep 2023

- Led end-to-end research, definition, and design for 3 major AI-driven features with a focus on data visualization in 4 months.
- Defined 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.
- Educated engineering team on best practices and research on user interactions with large data sets resulting in a streamlined direction for platform views.
- Worked with users and executive leadership to deeply understand business requirements, using those to build wireframes and high fidelity interactive prototypes critical for roadmap, sales, and marketing efforts.

#### Tanium

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

##### Senior User Experience Designer

Sep 2018 – Apr 2023

- Owned design and research for popular technical modules (>25 million endpoints under management) managing feature expansion, user growth, and a migration to cloud architecture.
- Collaborated with a large cross functional team for partnership with Salesforce to launch a new IT Service Center product in 6 months, resulting in \$8 million in new sales pipeline.
- Created and enhanced over 30 components, visualizations, and features of the internal 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

Oct 2014 – Aug 2018

- Introduced data-driven workflows and design thinking workshops with multiple organizations using those results to quickly and efficiently build and launch SaaS front ends.
- 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

Mar 2010 – Aug 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

Nov 2007 – Feb 2010

## SKILLS

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

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

**Tools and Software:** Figma, Sketch, Balsamiq, Pendo, HTML/CSS, Storybook, Git

## EDUCATION

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**Bowling Green State University**, Bowling Green, OH

Bachelor of Science in Visual Communication Technology, Minor in Marketing

## 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