

**Erik Florida**  
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## User Experience Designer

I am passionate about creating human-computer interactions that exceed user expectations while also delivering on business needs. I have a full-stack understanding of the product development cycle. I am looking forward to working in a strong team environment that values a user-centric, iterative process towards developing a final product.

## UI/UX Designer & Front-end Developer, Technotects, Inc (May 2013 - Present)

As the first designer hired in a web programming and technology solutions company, I quickly demonstrated the value of user-focused design. My first client meeting directly resulted in a contract increase to replace the existing design firm.

- Publishing hybrid mobile apps in Apple App and Google Play stores
- Demonstrating the value of responsive design to client resulting in commitment to re-develop six corporate websites
- End-to-end design and development of hybrid mobile apps using Ionic Framework/AngularJS
- Establishing the value of functional prototypes in lieu of traditional wire frames for relevant projects
- Work with .Net developers on multiple Umbraco CMS implementations
- Design branding, including icons, to create stronger brand presence across platforms

## Lead GUI Engineer III, The Tri-M Group (October 2006 - May 2013)

As an intern I developed a new UI. Next, as an assistant GUI engineer, I defined specifications and procedures. Subsequently, as the Lead GUI, I opened new revenue platforms.

- Developed animated information display systems using live data feeds
- Created JQuery Mobile interface, along with custom back-end data acquisition and web server
- Established role as the 'go-to guy' for service department for design, software, hardware and networking requests
- As an intern, I convinced upper management to invest in developing a new UI design using realistic 3D images, leapfrogging the competition

## Freelance Web Design, (November 2008 - Present)

As a passionate learner and perpetual seeker of opportunity, I am always exploring UX from an entrepreneurial perspective.

- Developed website, from code to copy, for a presidential campaign for the National Association of REALTORS®, the largest trade organization in North America
- Developed WordPress themes and websites

## Software, Languages, Frameworks

HTML5/CSS3 (SCSS)  
JQuery  
AngularJS  
Ionic Framework  
Umbraco CMS (.NET, Razor)

Photoshop  
Inkscape (SVG editor)  
Zurb Foundation  
PHP  
WordPress

**Associates in Arts: Multimedia & Visual Communications**, University of Phoenix (2006-2009)  
**Drexel University**, (2001-2005)