

CONTACT

📞 4406679749

✉ ergerrity@gmail.com

📍 4800 20th ave s, Saint peter sburg, 33711

PROFESSIONAL SUMMARY

I am a Product Designer with 7 years of product, visual, and graphic design experience. I have experience in creating design systems, overhauling existing products as well as designing new products.

SKILLS

- Product design
- User experience
- User interface design
- User research
- Figma
- Prototype design
- UX writing
- Design systems
- Responsive web design
- Web app design
- Mobile app design
- Product development

EXPERIENCE

PRODUCT DESIGNER Nov 2020 - Aug 2021

Upside Business Travel, Remote, Washington DC

Unfortunately most of the product team was laid off due to covid-19.

During my tenure there I had the following responsibilities:

- Led a small team of designers and developers in an effort to audit and clean up our front end code
- Created shared styles, components, and patterns libraries in Figma
- Mentored other designers in Figma best practices
- Was responsible for feature development and management of design debt for our mobile app
- Fulfilled research activities in tandem with my PM in the form of UserTesting surveys & prototype tests, user interviews, and data analysis
- Created a comprehensive competitive analysis presentation for stakeholders

VISUAL DESIGNER May 2019 - Nov 2020

Callyo, Saint petersburg, FL

- Wrote and analyzed user surveys to inform feature development
- Designed new mobile and web app products and features based on user input
- Evaluated product design processes to optimize time to market
- Was responsible for creating asset libraries for commonly used styles and components
- Took the company from landing page to a comprehensive user-facing marketing site
- Performed component audits across 6 products to help ensure consistency

VISUAL DESIGNER Sep 2017 - May 2019

ConnectWise, Tampa, FL

- Worked with a small team to overhaul our home page according to UX best practices
- Performed competitive analysis to better understand the SaaS space we were competing in and shared with stakeholders
- Created logos, illustrations, and other brand assets for marketing and product

GRAPHIC DESIGNER Oct 2014 - Sep 2017

Various roles

- Contributed to creative processes from concept to execution of final production.
- Managed completed graphic design products to achieve

- compliance with customer standards and specific branding targets.
- Determined photography, video, and design elements used and provided creative support.
- Remained current with industry trends and offered new, innovative ideas for marketing campaigns.
- Integrated marketing creatives from other graphic or web designers to produce consistent brand presence.
- Produced hand-drawn sketches or preliminary digital images to show initial concepts.

EDUCATION

BACHELOR OF ARTS *Dec 2013*
University of South Florida, Tampa, FL