

Eric Siegel

Portfolio: siegelux.com
ericsiegel448@gmail.com
310-909-4688

Education

University of California, Los Angeles

BS Cognitive Science
Minor in Statistics
Specialization in
Computation
Sept 2016 - June 2020

Skills

Design

User Interface Design
Wireframing
Low and High
Fidelity Mockups
Prototyping
A/B testing

UX Methods

User Interviews
User Personas
User flows
User journeys
Usability Testing

Tools

Adobe XD
InVision
Figma
Github
JIRA
Tableau
Trello
Sketch

Development

CSS
HTML
Javascript
Python
R
SQL

Awards

Eagle Scout

Work Experience

Logos News | UX/UI Designer (Contract)

July 2020 - Present

- Redesigning homepage using Figma.
- Organizing user research and user interviews to support design decisions.
- Creating and instituting new brand guide.

yU+co | UX Design Intern

June 2019 - January 2020

- Designed a mobile application that guides families through the surgery process and increases procedural compliance.
- Won a competition for funding to launch mobile app at a Los Angeles pediatric hospital in 2020 and projected to reduce hospital re-admissions and surgery cancellations by 50%.
- Created wireframes and user interface mockups in Adobe XD.
- Conducted several user interviews with medical staff and families going through surgeries.

Peacefully | UX Design and UX Research Intern

June 2019 - January 2020

- Constructed and refined personas, user journeys, and wireframes in Sketch.
- Oversaw user interviews and usability testing using UserTesting.com and Zoom.
- Coordinated A/B and multivariate testing for website designs through Unbounce.
- Managed product research and development for post-death tasks.
- Increased conversion rate for the onboarding process by 8%.

Research

UCLA Information Studies Lab | Undergraduate Researcher

March 2019 - June 2020

- Conducted a research project regarding the journey of over 150 UCLA Information Studies Masters students and alumni.
- Deployed an alumni survey and analyzed survey data through Qualtrics.
- Used Tableau to make interactive data visualizations.

UCLA Bjork Learning and Forgetting Lab | Undergraduate Research Assistant

January 2019 - June 2019

- Implemented and contributed to experimental design for published research.
- Data cleaning and data management using R.
- Analyzed and graphed results using SPSS and R.

Projects

Musaic | UX designer, UI designer, Front End Developer

September 2019 - June 2020

- Allows users to create a meaningful art piece that displays their musical tastes through a personal mosaic.
- Managed every step and decision before the launch.
- 80 users per day in the first week of launch.