

Eric Siegel

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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,
storyboarding

Tools

Sketch, InVision, Figma,
Adobe XD, Adobe
Illustrator, Adobe
InDesign, Github,
JIRA, Tableau, Trello

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 Marvel and 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 Information Studies Masters students and alumni from UCLA's Information Studies Department.
- 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 psychological experimental design for published research.
- Data cleaning and data management using R.
- Analyzed and graphed results using SPSS and R.

Projects

Mosaic | 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.