

Eric Siegel

Portfolio: <http://siegelux.com/>

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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

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 interviews to support designs.
- Creating and instituting a 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 a 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

January 2019 - September 2020

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

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 - May 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.