

# 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

### 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 2019

- 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.

## Projects

### Bruinshack | UX Manager, Lead UX/UI Designer

September 2020 - Current

- Leading a team of 4 UX and marketing interns.
- Designing both pages for multiple users (apartment searchers and landlords).
- Collecting data for apartments in the West Los Angeles area.

## 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.