Eric Siegel

Los Angeles, CA

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

Objective

3 years of UX strategy and project management experience. I am seeking full-time and freelance opportunities in UX design, UX research, or project management with companies focused on building responsive web apps.

Achievements

- Contributed to a mobile application's design that won 1st place in a Google competition for funding in 2019
- Increased user traffic for Logos News Startup to 1000 new monthly users
- Co-founded and manage a 10 member startup, including UI/UX designers, marketers, and web developers

Professional Experience

Siegel UX Consultancy, Principal Consultant   2018 - Present

Below is a sample of clients whom I have worked with as a UX designer and UX researcher:

Logos

- Conducted user interviews for the homepage and article pages to reader engagement
- Redesigned homepage and main feed, increasing reader's positive feedback by 50%.
- Incorporated hyperlinking features that improved the number of writers adding credible sources to their articles by 28%.

Bruinshack

- Manages concept to launch of website helping college students
- Lead a team of 5 UX/UI designers and marketers
- Projected to have 50+ new weekly users in the next couple of months

yU+co

- Developed information architecture and wireframes for a mobile health application
- Performed informational interviews and user interviews to grasp pain points of families preparing for surgery
- Application projected to reduce hospital re-admissions and surgery cancellations by 50%.

Peacefully

- Provided a UX audit of the website's onboarding process and main dashboard
- Redesigned onboarding process and main dashboard, increasing monthly user traffic by 21%
- Managed product R&D and created a database of 300+ user informational documents

UCLA Information Studies Department

- Conducted a research project to map the journey of 150+ UCLA MLIS students and alumni.
- Used Tableau to make data visualizations for administrators and prospective students.
- Projected to help increase applications to the MLIS program by 9%

Skills

- Software: Adobe XD, InVision, Figma, Github, JIRA, Tableau, Trello, Sketch
- Web Development/Programming Languages: CSS, HTML, Javascript, Python, R, SQL

Education

University of California, Los Angeles   2016-2020

Bachelor of Science (BS) in Minor in Statistics with a Specialization in Computation, College Honors