

# Erika Brentar

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## Education

<b>DePaul University</b> – Chicago, IL	<b>GPA: 4.0/4.0</b>	<i>2019 – Present</i>
Master of Science in Human-Computer Interaction		
<b>Case Western Reserve University</b> – Cleveland, OH		<i>2011 – 2015</i>
Bachelor of Science in Marketing		

## Skills

Agile/ Scrum	Information Architecture	Sketching	Heuristic Evaluation
Product Management	Competitive Analysis	Wireframing/Prototyping	User Research
Requirements Gathering	Journey Mapping	Usability Testing	Semantic Order

## Professional Experience

### United Airlines – Chicago, IL

User Experience Designer – Digital Products *Jan '21 – Present*

- Lead UX Designer, Customer Management mission-based team: Apr'21 – Present
  - Promoted to the lead role for the Customer Management mission-based team after 3 months leading the Wi-Fi product
  - Increased the MileagePlus enrollment form conversion rate by 8% within the first week of launch by creating an updated UI easing cognitive load
  - Analyzed customer and stakeholder feedback to define, ideate, and design innovative experiences for web and mobile app
- Lead UX Designer, Onboard Wi-Fi and Personal Device Entertainment product: Jan'21 – Present
  - Iterated on the updated entertainment portal pages to incorporate additional features to simplify the entertainment search
- UX Designer, Digital Airport Signage: Jan'21 – Apr'21
  - Maintained digital signage for all United-operated airports and provided customized screens for each airport upon request

### KeyBank – Chicago, IL

Digital Product Manager – Originations and Wellness *Oct '20 – Jan '21*

- Analyzed information to generate 2021 roadmap options for the KeyBank Pre-Approval backend service
- Gathered requirements to lead development on KeyBank single sign-on transition for all Laurel Road Home Mortgage users
- Performed quality assurance end-to-end testing and user acceptance testing to ensure compliance for Home Mortgage product

### United Airlines – Chicago, IL

Business Analyst – Digital Products *Jun '18 – Jun '20*

- Streamlined account management tools by creating seamless user interface that reduced 80 profile preference pages to 3 pages
- Increased flight upgrade traffic by 116% within the first week of launch by overseeing the project that enhanced user flexibility
- Designed low-fidelity sketches and mid-fidelity wireframes for the flexible credit transfer user flow
- Ideated with UX designers to create user flows that fulfilled project requirements for new products, upgrades, and defects
- Created user stories on an Agile team to formulate acceptance criteria that align with business requirements for developers

Senior Associate – Social Media Engagement

*Nov '17 – Jun '18*

Associate – Social Media Engagement

*Jan '16 – Nov '17*

## Certifications

**Professional Scrum Product Owner I** – Scrum.org *Issued Sept '20*

## Tools

UX: Sketch, Zeplin, CSS3, HTML5, Figma, Axure  
Product management: JIRA, Confluence