Erika Brentar

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Education

DePaul University – Chicago, IL   *2019 – 2021*

   Master of Science in Human-Computer Interaction

Case Western Reserve University – Cleveland, OH   *2011 – 2015*

   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

Codecademy – Chicago, IL

<u>Senior Product Designer</u> – Consumer Growth team   *Apr '22 – Present*

- Lead Product Designer for Codecademy's Growth team, which focuses on increasing customer trial sign-ups and subscription checkout conversion

United Airlines – Chicago, IL

<u>Senior User Experience Designer</u> – Digital Products   *Nov '21 – Mar '22*
<u>User Experience Designer</u> – Digital Products   *Jan '21 – Nov '21*

- Lead UX Designer, Customer Management mission-based team: Apr '21 – Mar '22
  - 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 experience easing cognitive load
  - Reviewed customer and stakeholder feedback to define, ideate, and design innovative experiences for web and mobile app
  - Provided leadership to the assistant designer, ensuring proper direction and guidance that aided their professional growth
- Lead UX Designer, Onboard Wi-Fi and Personal Device Entertainment product: Jan'21 – Mar '22
  - Iterated on the updated entertainment portal pages to incorporate additional features to simplify the entertainment search

KeyBank – Chicago, IL

<u>Digital Product Manager</u> – Originations and Wellness   *Oct '20 – Jan '21*

United Airlines – Chicago, IL

<u>Business Analyst</u> – 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

<u>Associate</u> – Social Media Engagement   *Jan '16 – Jun '18*

Certifications

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

Tools

   <u>UX:</u> Figma, Sketch, Zeplin, UserTesting, CSS3, HTML5, InVision, Axure
   <u>Product management:</u> JIRA, Confluence, Notion, Slack, FullStory