Erika Brentar

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Professional Experience

United Airlines – Chicago, IL

Business Analyst/Product Manager – 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
- Ideated with UX designers to create user flows that fulfilled project requirements for new products, upgrades, and defects
- Performed quality and usability assurance testing to validate compliance with all stakeholder website specifications
- Coordinated release planning to transition products from design to production, prioritizing backlog to meet critical deadlines
- 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*

- Promoted to senior role for repeated top performance in customer relationship engagement & ability to balance large workload
- Facilitated multiple 3-week onboarding training sessions for customer service agents in the Philippines and in Chicago
- Mentored new hires on best practices for successfully maintaining quality assurance through online customer engagement
- Provided effective individual feedback via daily cross-communication between airport management and corporate departments

Associate – Social Media Engagement   *Jan '16 – Nov '17*

- Resolved customer inquiries and complaints punctually and efficiently as liaison between customers and all United departments
- Determined which issues needed to be reported to higher level management to minimize negative experiences for customers
- Improved customer relationships with proactive conversation follow-ups and by utilizing active listening and interpersonal skills
- Analyzed large volumes of customer data through detailed documentation of category tags for customer social media posts

Education

DePaul University – Chicago, IL   **GPA: 4.0/4.0**   *2019 – present*
   Master of Science in Human-Computer Interaction

Case Western Reserve University – Cleveland, OH   *2011 – 2015*
   Bachelor of Science in Marketing

Skills

Agile	Story Writing	Journey Mapping	Scenarios
Scrum	Competitive Analysis	Wireframing	User Research
Product Management	Usability Testing	Prototyping	Sketching
Requirements Gathering	Heuristic Evaluation	Personas	Semantic Order

Tools

JIRA	CSS3
Confluence	HTML5
Axure	Zeplin
Sketch	Figma

Honors/Awards

- Extraordinary Achievements Bonus - United
- CWRU President's Award
- Excellence in Marketing Award