

Eric Beverding

UX Design | Strategy | Content | Research

Austin, TX - Email me on Indeed: [indeed.com/r/Eric-Beverding/fb2f298e420cedfe](https://www.indeed.com/r/Eric-Beverding/fb2f298e420cedfe)

I gather, synthesize, reduce, and refine information to create people-first products and experiences. One of my strengths is meeting the challenge of balancing user and stakeholder goals in every project. I thoroughly enjoy client-facing roles and using diplomacy to reduce and resolve conflict.

Authorized to work in the US for any employer

WORK EXPERIENCE

UX Designer

Freelance - Austin, TX - May 2017 to Present

- Currently contracted with two clients: Continuing work with author.io.
- Storyboarding and heuristic analysis/userflows for a site freshening for PayAnywhere, a POS reseller.
- Redesigned author.io, a software suite for developers, concentrating on generative research, IA, content strategy/creation, and user testing.
- Conceptualized and built Pet Pals, a student project responsive mobile-first site. My emphasis was on generative research, profiles/personas, IA, IxD, journey mapping, and content strategy/creation.

Business Development Director

Mosing Ventures, LLC - Austin, TX - 2012 to 2017

- Managed daily operations and sales with a critical focus on clients and building an appropriate experience to meet individual client needs.
- Focused on marketing strategy including elements of UX service design, content strategy, and online advertising.

Co-Founder/President

Harris Hill Road Inc - San Marcos, TX - 2004 to 2011

- Forged/formed motorsports facility and managed daily P&L, business partnerships, and client relationships.
- Formalized research, marketing and events with a comparative analysis to increase sales month over month (cash flow positive in 18 months).
- Responsible for continued safety, efficiency, and convenience both on and off the track by exceeding industry standards.

Producer

JSWCO - Austin, TX - 2000 to 2003

- Successfully juggled budgets and talent (people) in a high duress, time- sensitive agency environment where organization, execution, and rapid rapport building were critical.

EDUCATION

B.A. in Mass Communication (Broadcast News)/Speech Communication (Political Campaigns)

Texas State University-San Marcos - San Marcos, TX

Certified in User Experience Design

General Assembly - Austin, TX

SKILLS

Strategic UX Design (Less than 1 year), Generative Research (10+ years), Information Architecture (Less than 1 year), Content Creation (10+ years), Content Strategy (10+ years), Storyboarding (6 years), Contextual Inquiry (5 years), Competitive Analysis (10+ years), User Journey Mapping (Less than 1 year), Product Strategy (10+ years), Usability Testing (10+ years), Wireframing (Less than 1 year), Client Onboarding (10+ years), Team Leadership (10+ years), Rapid Prototyping (Less than 1 year), Video Production (8 years), Axure (Less than 1 year), Balsamiq (Less than 1 year), Sketch (Less than 1 year), Silverback (Less than 1 year), Agile (Less than 1 year), Wordpress (7 years), Google Analytics (5 years), InVision (Less than 1 year), Business Development (10+ years), Automotive (10+ years), Event Planning (10+ years), Event Management (10+ years)

LINKS

<https://www.linkedin.com/in/ericbeverding/>