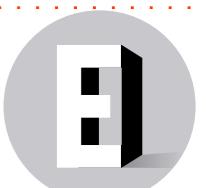


ERIC DAVIS

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Hello. I am an experienced UX/UI Designer with over 13 years of creating digital experiences across a variety of platforms. I'm passionate about solving problems that meet the users needs, while exceeding business objectives. I have extensive experience in applying a wide range of research and analytical tools to get at the core of the problem. I create engaging and memorable experiences using user-centered design principles and agile processes.

EXPERIENCE

Feb 2018 -
Present

- **Sr. UX Designer** / Bodybuilding.com
 - > Built User-Centered design process
 - > Updated design system and component library to unify designs across all platforms
 - > Updated taxonomy structure for entire site; redesigned category pages and product filters
 - > Redesigned product pages to implement new features
 - > Led product team to develop strategies for content to commerce user journey
 - > Redesigned new navigation menu to reduce user frustration and improve findability
 - > Created the architecture and UI for a 5 star fitness tracking app.

Jan 2016 -
Present

- **Usability Consultant** / v2isalie.com
 - > Clients include Jenson USA, REI, Baymard, Nashbar and Backcountry
 - > Provided full service UX audit on large scale eCommerce sites
 - > Identified process gaps that prevent teams from meeting initiatives
 - > Created taxonomy and categorization heuristics
 - > Developed wireframes and prototypes to communicate ideas
 - > Worked with Product teams to develop designs and content strategies
 - > Instructed leaders how to effectively manage teams with divergent thought processes

Aug 2017 -
Feb 2018

- **UX Designer** / Bodybuilding.com
 - > Helped design new product pages and cart to improve pricing and promotion clarity
 - > Led redesign and content strategy for top 50 products by category
 - > Redesigned Homepage to support eCommerce business strategies
 - > Built wireframes and prototypes for training app
 - > Helped improve subscription signups through user research and design
 - > Structured design library for completed and in-flight work

May 2016 -
March 2018

- **Director of Digital Experience** / Information Architecture Conference
 - > Identified process gaps for onboarding new volunteers
 - > Migrated site from Drupal to WordPress
 - > Created taxonomies and hierarchical site structure of yearly programs and session archive
 - > Developed content strategies to improve findability and SEO improvements
 - > Worked cross-functionally to implement the vision and design direction each year
 - > Designed a style guide for volunteers to align our print and digital assets

June 2015 -
Aug 2017

- **Information Architect** / Vitalize
 - > Identified and created information architecture for new products
 - > Create personas and communicate user voice
 - > Built taxonomy and categorization heuristics
 - > Researched user behavior through data analytics and user testing sessions
 - > Identified areas of user confusion and present solutions to C-suite
 - > Defined project scope and business requirements for outside agencies
 - > Built enterprise level architecture for user journeys across all platforms
 - > Worked with data warehouse and BI to create proper meta data structures and asset tagging

Jan 2006 -
June 2015

- **eCommerce Manager** / Bodybuilding.com
 - > Managed a team of developers and designers who built and maintained product and category pages
 - > Implemented a responsive design strategy that increased mobile engagement and conversion by 42%
 - > Transitioned company from a deprecated PHP based database to industry leading scalable CMS
 - > Created product taxonomy and categorization heuristics
 - > Worked with UX team to implement user centric design principles and business requirements
 - > Instituted SEO best practices to ensure top ranking for key product categories
 - > Improved interdepartmental process to reduce total product time to market from 54 days to 28 days
 - > Managed all new product launches and promotions
 - > Analyzed user behavior and site performance metrics to make strategic business decisions

SKILLS

User-Centered Design
UI Design
User Research
Competitive Analysis
Data Analytics
Usability Testing
Rapid Prototyping
Heuristic Evaluation
Personas
Wireframing
Journey Maps
Card Sorting
Information Architecture
Taxonomies
Boxes and Arrows

TOOLS

Sketch
Principle
InVision
Zeplin
Photoshop
Illustrator
Draw.io
OmniGraffle/Visio
Excel
Keynote

PROGRAMMING

HTML
CSS
Basic Java Script

EDUCATION

2001-2005 B.A. Graphic Design & Marketing /
Boise State University

INTERESTS

Mountain Biking
Camping
Hiking
Craft Beer
Phychology
Reading