

Erin Fleshner | 818.437.9183 | efleshner@gmail.com

As an experienced and goal-oriented leader in UX design, I have a proven track record of challenging conventional norms and fostering team collaboration across diverse organizational boundaries. My expertise lies in developing effective experience strategies, implementing well-thought-out plans, and creating seamless interactions between humans and technology. I excel in team management, nurturing individuals, promoting cross-functional cooperation, and integrating valuable insights into strategic decision-making. I have successfully built relationships and collaborative practices across multiple business units and functions. Currently, I am actively seeking a role that leverages my extensive 10+ years of experience, including 5+ years of strategic leadership in UX design encompassing web, B2C, B2B, and SAAS domains.

Director of Product Design@Centerfield Media | 2/2022 - Present

- Developed effective methods and processes to address design needs, drive efficiencies, promote excellence, and facilitate growth.
- Leading the design team in developing design systems and templates across a substantial web portfolio.
- Owner of the design roadmap and devised plans for A/B testing, user testing, and optimization.
- Lead strategic qualitative research initiatives to identify valuable business opportunities.
- Collaborate closely with cross-functional business teams to align efforts between business objectives and design goals.
- Developing and implementing strategies to foster design innovation and proactively stay ahead of industry trends.
- Leading a comprehensive effort to redesign the user experience of three high-traffic websites, strategically focusing on design efficiencies and optimizing business processes. This resulted in streamlined workflows, improved productivity, and enhanced customer satisfaction.

Staff Product Designer@Shopify | 8/2021 - 8/2022

- Scaffolded a new developer experience for creating apps/extensions on the checkout platform.
- Designed the merchant experience for customizing the online store checkout.
- Set and elevated the standards for UX craftsmanship in strategy, methodology, and deliverables.
- Implemented iterative improvements to the design workflow and cross-division processes.
- Collaborated horizontally across the organization to identify product adjacencies and alignment opportunities.

Senior UX Designer@CrowdStrike | 7/2018 - 8/2021

- Led the design team in a project to revamp the global navigation of the Falcon platform.
- Designed the initial iteration of the global search experience, including defining unique card components, search templates, and tools to help the user filter options.
- Developed the UX/UI for mobile security, catering to both admin users and mobile end users.
- Guided a team of designers in pioneering the organization's TA design principles from creation to rollout.

Principal UX Designer@Recreational Equipment, Inc. | 3/2018 - 7/2018

- Enhanced the internal design workflow and standards by refining design approaches, methods, experimenting with new techniques, and improving deliverables.
- Championed user-centered thinking and advocated for its adoption among internal teams, external partners, and leadership at various levels.
- Created a comprehensive knowledge base for the entire site by gathering customer feedback, incorporating best practices, analyzing analytics data, and conducting competitive analysis.
- Conducted training sessions on user-centered methodology and approach, educating both designers and non-designers on the importance of considering the user in their work.

UX/UI Manager@Recreational Equipment, Inc. | 1/2017 - 3/2018

- Facilitated cross-collaborative meetings, design exercises, and design sprints to gain alignment.
- Laid the foundation of REI's design system, Cedar, by managing the effort to define color, spacing, iconography, and typography for REI's digital properties.
- Possess a deep understanding of business architecture, use cases, site features, behavior, content, systems, limitations, and technology to enable balanced decision-making.
- Leveraged strong storytelling and empathy-building skills to align leadership and non-designers from various divisions across organization. .
- Developed foundational domain knowledge through analytics, customer research, best practices, and the integration of emerging technologies.

Sr. UX Designer@Recreational Equipment, Inc. | 8/2014 - 01/2017

- Led usability efforts for the full site redesign, focusing on improving information architecture and navigation.
- Possessed extensive knowledge of the technical system and user experience related to site search.
- Led the redesign of the product detail page, enhancing its usability and visual appeal.
- Spearheaded the redesign of the Expert Advice knowledge base, ensuring an intuitive and user-friendly design.
- Maintained a comprehensive understanding of the customer's search and browsing experience needs, limitations, and preferences.
- Revamped the membership experience across multiple pages, optimizing it for ease of use and engagement.
- Defined a purpose-driven system of components to fulfill the site's marketing content requirements.

Interaction Designer@Union Bank | 12/2012 -7/2014

- Implemented design thinking methodologies to revamp the enrollment process, resulting in an improved user experience.
- Conducted thorough usability testing to gather valuable insights and iterated on design solutions accordingly.
- Identified and addressed critical pain points to streamline the onboarding workflows.
- Collaborated closely with stakeholders to ensure that the design solutions aligned seamlessly with the overarching business objectives.

Information Architect/Product Manager@Cooking.com | 6/2010 - 12/2012

- Led the Product/UX efforts for five e-commerce websites, overseeing the entire lifecycle from discovery to successful launch.
- Conducted in-depth analysis of the shopping cart experience, identifying crucial areas for workflow usability improvements and UI/visual design enhancements.
- Developed a comprehensive monthly subscription program that touched key shopping pages.
- Utilized user feedback analysis to pinpoint strategic usability opportunities.

User Interface Designer@Nickelodeon | 9/2008 - 6/2010

- Designed an avatar editor and customizer, enabling users to personalize their avatars in the game.
- Designed an immersive in-game social experience through the implementation of a friend and chat system.
- Utilized usability findings to enhance the user interface of game notifications and the Heads-Up Display (HUD).
- Prioritized the informational needs of customers to streamline the workflow, navigation, and interaction of the registration, tutorial, and help systems

California State University, Northridge

- M.A. Human Factors & Applied Psychology
- B.A. Psychology