

ERIC ZIRLINGER

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Education

UX/UI Design Certification
CareerFoundry

Masters of Social Science
Bachelors of Fine Arts
Bachelors of English
SUNY Binghamton

Tools

Sketch
Invision
Balsamiq
Anima
Zeplin
Adobe XD
Adobe Photoshop
Principle
Asana
Google Sheets

Skills

Competitive Analysis
User Research
User Personas
User / Task Flows
Information Architecture
Wireframing
Heuristic Evaluation
Usability Testing
User Interviews
Human-Centered Design
Mental Models
Participatory Design
Task Analysis
Experience Maps
HTML5 & CSS3 (Novice)

Experience

Senior UX Designer | August 2019 - Current

UX Designer | May 2019 - August 2019

BORN Group, New York

- Lead UX design strategy for global e-commerce clients, focusing on data-driven designs to support client KPI's and scalable growth.
- Research, create, test, and document end-to-end omnichannel shopping experiences for the e-commerce-focused global digital agency.
- **Accomplishment** | Developed a scalable internal Sitemap & User Flow Design System, reducing sitemap creation by 90%.
- **Clients Include** | Purina Store, David's Bridal, and Brizo.

UX Design Tutor | April 2019 - Current

CareerFoundry, New York

- Tutor students in UX methodology, focusing on hands-on training in the areas of user research and user journeys to information architecture, wireframing, prototyping and visual design.

Product Designer | January 2019 - May 2019

UX Designer | October 2018 - January 2019

Some Kind of Coffee Co., New York

- Managed UX / UI team in the redesign of an e-Commerce website.
- **Accomplishment** | Aligned C-Level and key stakeholders through an extensive discovery phase, resulting in the development of the companies first true-personas and long-term user-centered design strategy.

Additional Experience

- Global Workplace Manager | Etsy | April 2016 - August 2018
- Director of Operations | KIPP | September 2014 - September 2015
- Operations Manager | Success Academy | May 2013 - August 2014
- Senior Assistant Director | LIU | October 2007 - May 2013