

Erin Boudreaux

Product Designer & UX Researcher

Portfolio: bou.design erinbdx@gmail.com 404-550-7431 New York, NY

Experience

UX Researcher/Designer - Cheernotes

2021 - Present, New York, NY

- **User Research:** Interviewed users and conducted competitive usability tests to improve the user experience of its Shopify storefront. Conducted a heuristic evaluation and accessibility audit.
- **Data Analysis:** Analyze site data to determine key areas of improvement, including drop-offs, time on page and conversions.
- **Prototyping:** Created high-fidelity mock ups that translated customer feedback and integrated design best practices on key pages.

Digital/UX Strategy Consultant - CalWest Educators

2019 - 2021, Pittsburgh, PA & New York, NY

- **Strategy:** Developed marketing strategy and produced all content for the firm's pilot year of diversity, equity & inclusion consulting, which secured CalWest more than \$500,000 in consulting engagements in six months.
- **Digital Design:** Managed the research, design, and implementation of company website. Created wireframes, advised the work of two external developers, and led initiative for implementing a UX-focused content strategy.
- **Customer Experience:** Surveyed hundreds of users to establish a baseline Net Promoter Score and implemented communication strategies that increased satisfaction by 20 points over 12 months.

Web/UX Designer - True Joy Counseling

2018, Pittsburgh, PA

- **Web Design:** Redesigned client's website, focusing on the user experience of those seeking mental healthcare who needed to be routed to providers with appropriate specializations.
- **Process Improvement:** Converted intake process to digital forms to reduce the lag time from initial call to the first session from 72 hours to less than one business day.

Tools

Figma

Sketch

Miro

InVision

Illustrator

Google Analytics

Skills

Design Thinking

User Interviews

Survey Design

Copywriting

Contextual Inquiry

Market Research

Ethnography

Persona Building

Prototyping

User Stories

Agile

HTML/CSS

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Experience (*Continued*)

Donor Data Manager/Registrar - Marcus Jewish Community Center

2012 - 2017, Atlanta, GA

- **Innovation:** Transformed the design and administration of customer satisfaction surveys by implementing Net Promoter Scores across organizational surveys, reducing the number of questions and improving response and completion rates.
- **Process Transformation:** Created digital forms and entry/data audit guidelines to formalize the intake of more than \$2 million in annual gifts.
- **Solutioning:** Implemented a paperless billing system for MJCCA childcare that ensured PCI compliance and reduced billing errors to less than 1% per billing cycle.

Education

Certification, UI/UX Design Career Track

Springboard, 2020 - 2021

9-month intensive course in UI/UX methodologies and technologies

Master of Arts, Communication

Chatham University, 2017 - 2018

- **Master's Capstone:** Artificial Intelligence at Work: A Communication-Focused Approach
- **Teaching Assistantship:** Public Relations practicum course, non-profit communication
- **Outstanding Student Achievement Award,** School of Arts, Science & Business, 2018

Bachelor of Science, English

Troy University, 2007 - 2012

Minor in Creative Writing