

ERIC BROERS

UX DESIGNER | SAN FRANCISCO

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EXPERIENCES

UX Designer (freelance) | Dayani

Innovation for climate products and services | 9/2022-present

- Discovered needs through network admin interviews and viewing use cases.
- Built solutions with userflow diagrams and interactive wireframes using Figma.
- Tested mid fidelity wireframes directly with network admins.
- Created a desktop operating system from the ground up.

UX Designer (freelance) | Textio

Augmented writing platform | 4/2022-7/2022

- Led, wrote and analyzed data for research interviews.
- Identified, designed and presented opportunities in the app with Miro and Figma.

Product Manager and Trainer | wix.com

HTML website builder | 12/2010-10/2021

- Managed cases for SEO, App Market and CX products.
- Grew the team 2 to 25 by training agents and set expectations.
- Presented kick-off meetings to define clear goals, wrote documents and designed presentations. Trained and tracked agent progress.

Owner, Product Designer and Visual Artist | HiERICBRO

Art and product design | 5/2014-present

- Designed and conducted comparative analysis for the website.
- Created social content to grow from 15 to 4000 followers.
- Vector conversion for embroidery, laser cut and silk screened merchandise.
- Curated, painted, and framed international exhibitions.
- Mural presentation and creation.

UX Designer | Wild High Club

NFTs, desktop and mobile site | 10/2022-present

- Conducted comparative analysis and collaborative design studio to ideate unique solutions.
- Curated UX taxonomy, named the project and 37 character attributes for generation of 3000, curated to 420.
- Designed multi-state NFT elements for random generation and built the website with our developer.

Planning Manager Apprentice | Doctors Under the Radar

Healthcare therapy app concept project | 12/2021-1/2022

- Managed and planned project deadlines.
- Conducted comparative analysis and collaborative design studio to ideate solutions to improve user interaction.
- Designed a mid-fidelity mobile prototype in figma.

EDUCATION

UX/DI | General Assembly

Web Design and Visual Communications

SKILLS

UX Design
UX Research
Taxonomy
Product Design
Prototyping
Content Strategy
Heuristic Evaluation
Moderated Testing
Unmoderated Testing
Project Management
Client Relations
Web Design
Hand Lettering
Murals
Art Curation

TOOLS

Illustrator
Photoshop
Figma
InVision
Miro
Jira
Asana
Trello
Keynote
Sketch
Adobe XD
Otter
Playbook UX
Confluence
Google Suite

HOBBIES

Sourdough
Hiking
Skateboarding
Juggling
Table Tennis
Coaching
Traveling
Silk Screening
Electronic Music
Live Performance