

ERIC BROERS

UX DESIGNER | SAN FRANCISCO

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EXPERIENCES

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 silkscreened merchandise.
- Curated, painted, and framed international exhibitions.
- Mural presentation, consultation and creation.

UX Design Lead (contract) | Blue Shield of California

Healthcare | 1/2024 - 4/2024

- Fostered a collaborative environment by engaging with stakeholders in product management and development teams.
- Conducted regular design reviews to ensure alignment on design objectives and deliverables.
- Implemented iterative design processes, allowing for quick feedback and continuous improvement during development.

UX Designer (freelance) | Dayani

Innovation for climate products and services | 9/2022 - 12/2022

- Conducted in-depth interviews with network administrators and analyzed use cases to identify user needs.
- Developed user flow diagrams and interactive wireframes using Figma to design effective solutions.
- Collaborated with network admins to conduct direct testing of mid-fidelity wireframes.
- Successfully conceptualized and collaborated to build a fully functional desktop operating system from scratch, now actively utilized by the client.

UX Designer (contract) | Textio

Augmented writing platform | 4/2022 - 7/2022

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

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 that improve user interaction.
- Designed a mid-fidelity mobile prototype in Figma.

Product Manager and Trainer | Wix.com

HTML5 website builder | 12/2010 - 10/2021

- Managed cases for App Market products.
- Lead meetings to define clear goals, wrote documents and designed presentations.
- Trained and tracked agent progress.

EDUCATION

General Assembly | UX/DI 2022

CCSF | Web Design and Visual Communications 2009

SKILLS

UX design
UX research
Taxonomy
Product design
Prototyping
Content strategy
Heuristic evaluation
Moderated testing
Unmoderated testing
Project management
Client relations
Coaching
Web design
Hand lettering
Murals
Art curation
Silkscreening

TOOLS

Illustrator
Photoshop
Figma
FigJam
Procreate
ChatGPT
DALL-E 2
InVision
Miro
Jira
Asana
Trello
Keynote
Sketch
Adobe XD
Confluence
Google Suite

HOBBIES

Sourdough
Hiking
Skateboarding
Juggling
Table tennis
Traveling
Electronic music