

ERIC BROERS

Product Designer with 8 years of experience from startups to large companies across healthcare, SaaS, and AI. If we aren't designing for humans, then who the heck are we making things for?

EXPERIENCES

Product Designer, Freelance 2022-Present

[mygrowthhub](#) - Product Designer

2025 - Present

- Defining product goals and streamlined flows, that boosts the website usability by 30%
- Leading quantitative user research to guide stakeholder decision-making and product strategy
- Auditing the site to uncover improvements and designing solutions that ensured a cohesive, user-friendly experience

[HiERICBRO](#) - Product and Experience Designer

2014 - Present

- Growing social media following from 15 to 4,000+ by developing and managing engaging content across platforms
- Expanding global visibility by curating and showcasing work in international exhibitions across multiple countries
- Elevating brand identity by designing and producing custom merchandise that resonates with diverse audiences
- Boosting audience engagement through end-to-end mural design services, including consultation, presentation, and on-site creation

[Blue Shield of California](#) - Product Designer

12/2023 - 4/2024

- Increased team efficiency and clarity by aligning cross-functional stakeholders through collaborative efforts with product and engineering
- Raised design quality and usability across features by leading design reviews
- Improved user experience by creating research-based personas and journey maps that clarified pain points and informed design strategy
- Accelerated product innovation by applying iterative design methods

[Information Service](#) - Product Designer (confidential)

12/2022 - 1/2023

- Ensured inclusive experiences by applying human-centered design principles and meeting accessibility standards across all projects
- Discovered key user needs by analyzing real-world use cases, leading to more targeted design solutions
- Defined clear project goals that streamlined communication and aligned team expectations
- Helped shape the narrative and visuals of presentations through design reviews, contributing to a strong investor response and strategic buy-in

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LEADERSHIP QUALITIES

Honesty, integrity, collaboration, accountability, creativity, innovation, decision making capabilities, grit, confidence, delegation, coaching empowerment, empathy, clarity, presentation, public speaking, emotional intelligence, humility, transparency

SKILLS

UX design, UX research, taxonomy, product design, prototyping, design studio, prompt engineering, pixel-perfect design, journey mapping, branded visual assets, machine learning, AI product design, generative AI integration, interaction design, information architecture, design systems, component libraries, responsive design, accessibility, behavioral design, systems thinking, ethical design, design handoff, design QA, agile, mockups, cross-functional collaboration, content strategy, heuristic evaluation, moderated testing, personas, project management, client relations, communication artifacts, human-centered design, user centered design, rapid prototyping, automation, AI productivity, heuristic analysis, troubleshooting, responsive web design, web content accessibility guidelines (WCAG), ethical decision making, cross team collaboration, user personas, visual communication, user experience testing, customer relations management (CRM), e-commerce consulting, web standards, customer analytics, predictive analytics

TOOLS

Figma, Illustrator, Photoshop, Procreate, ChatGPT, Claude, DALL·E, Midjourney, InVision, Miro, Jira, Asana, Trello, Sketch, Adobe XD, HTML, CSS, Confluence, Microsoft Office Suite, Slack, Notion, Tableau, Google Suite

LANGUAGE

English

[Dayani](#) - Product Designer

9/2022 - 12/2022

- Identified key user needs by conducting interviews and analyzing real-world use cases, leading to more targeted design solutions
- Partnered with developers, product managers, and stakeholders to present pixel-perfect designs within tight deadlines, maintaining 98% client satisfaction rate
- Ensured inclusive experiences by applying human-centered design principles and meeting accessibility standards across all projects
- Improved sprint efficiency and reduced implementation errors by delivering developer-ready specs and redlines for seamless handoff

[Textio](#) - Product Designer

4/2022 - 7/2022

- Improved user experience and business outcomes by leading research initiatives, including usability tests, surveys, and interviews
- Translated user insights into actionable design improvements by uncovering needs and identifying product opportunities
- Delivered high-value MVP features by iterating quickly based on user feedback within an agile process
- Accelerated team alignment and iteration by creating and presenting concepts and interactive prototypes

[Wix.com](#) - Product Manager/ Trainer

2010 - 2021

- Defined clear project goals that streamlined communication and aligned expectations
- Developed training programs and implemented progress tracking systems to elevate team efficiency by 50%
- Collaborated cross-functionally and internationally, defining third-party tool issues that 100% boosted user and client satisfaction
- Prioritized features and enhancements through user feedback and business goals to maximize user satisfaction and product value

EDUCATION

Stanford | AI + UX Design Essentials

- Uncovered user insights by leveraging large language models to personalize recommendations and spark new discoveries
- Designed meaningful experiences through user research, rapid prototyping, and iterative testing
- Enhanced trust and user satisfaction by implementing ethical AI safeguards, including privacy protections and cognitive ease strategies

General Assembly | UX Design

- Validated design decisions and refined key interactions through usability testing with healthcare professionals
- Drove collaborative problem-solving with comparative analysis and design studios
- Met tight deadlines by managing project timelines and deliverables
- Increased user adoption by 25% by designing, testing, and presenting a human-centered prototype based on user insights

CCSF | Web Design and Visual Communications