

Erica Lin

Product & UX Designer | www.EricaSaysHello.com | lin.ericam@gmail.com

Education & Training

University of California, Los Angeles
09/2010 - 06/2014
B.S., Physiological Sciences

General Assembly LA
09/2014 - 11/2014
UX Design Immersive (UXDI)

Nielsen Norman Group, UXC
Certification ID: 1008392

Experience

Tebra (Formerly Kareo) | *Senior Product Designer*

01/2021 - Present

- End-to-end designer for the payment solutions team, including research, design, testing, and creating all relevant artifacts
 - Shipped multiple features from concept to development, including card-on-file and automated patient billing
 - Lead design for workflows required for new payment facilitator business, including workshopping cross functionally
- Created and implemented new processes for design operations
- Experience working with and contributing to company-wide design system
- Work closely with product management and engineering to implement designs, including writing parts of requirements and user stories
- Analyze UX metrics using FullStory

FormulaFolios Investments | *Product Designer*

08/2019 - 12/2020

- Lead designer on Advisor Portal, a web app for financial advisors that enables them to open and monitor client accounts
 - Design and prototype solutions for usability issues and new features
 - Conduct usability studies to validate and improve new experiences
- Lead researcher for all things product, including surveys and usability studies
 - Work with other designers and business owners to create scripts based on research goals

Verizon | *Lead Experience Designer*

02/2018 - 08/2019

- Wireframe the core experience at low fidelity, putting it through testing and research, and iterating based on research results; wireframes are then handed off to visual designers, collaborating on the UI
- Create and manage process decks -- documents that compile all the work put into a project from beginning to end -- and share them with the business to streamline processes and enable collaboration
- Create and manage research plans for assigned projects, using insights to iterate on designs
 - Produce timelines with appropriate research activities, create scripts, tasks, and questions, collect and analyze data

iCIMS | *UX Analyst*

09/2016 - 02/2018

- Spearheaded the creation of research-based personas and customer journey map for the purchasing process
- Extracted opportunities for different business functions to improve the customer experience and increase operational efficiency
- Conduct user research and analyze Google Analytics data to identify opportunities for improvement
- Successfully increased lead conversion rate by 6.6% and opportunity conversion rate by 7.1% by implementing improvements to the sales funnel