



## HOBBIES

Brazilian Jiu-Jitsu  
Yoga  
Cycling  
Photography

## DESIGN KIT

### Design:

Adobe XD  
Figma  
Sketch  
Adobe Illustrator  
Adobe Photoshop

### Prototyping:

ProtoPie Studio  
Adobe After Effects  
Invision

### Project Management:

Gitlab  
Abstract

### Date Collection:

Miro  
Mural  
Airtable  
Microsoft Office  
Google Drive

## PORTFOLIO

[uglyunicorns.com](http://uglyunicorns.com)

## CONTACT

[eric@uglyunicorns.com](mailto:eric@uglyunicorns.com)  
(205) 435-0227  
[linkedin.com/in/ericabrom/](https://www.linkedin.com/in/ericabrom/)

## EDUCATION

Jacksonville State University  
Bachelor's Degree - Graphic Design  
2006 - 2011

## EXPERIENCE

### Lead Product Designer

Warmly, | March 2022 – Present | Remote

- Collaborate with product management, engineering, marketing, and executives to research, ideate, iterate, and deliver designs
- Create and develop a pattern library to help with rapid development and design consistency
- Designing a Zoom app for enterprise clients to help their employees make more meaningful connections through remote work

### Lead Product Designer

Wells Fargo | December 2021 – March 2022 | Remote

- Oversee multiple web and mobile application features, interfaces, and experiences
- Create designs that adhere to and extend the existing style guide
- Work closely with product owners, engineers, and user research to create a vision for the product area
- Mentor and lead other designers to make sure the work moves smoothly and on time

### Lead Product Designer

Fetch Rewards | March 2021 – December 2021 | Remote

- Collaborate with other designers, product management, engineering, marketing and executives to research, ideate, iterate, and deliver designs to a high standard
- Helped with broader customer research to ensure we continually push to improve our understanding of our customers' needs and can translate that into our designs
- Helped to make others on the team better through your leadership and example

### User Experience Designer

Primerica | May 2020 – March 2021 | Atlanta, GA

- Create concepts and designs that support a sales rep first approach
- Conduct usability research and user testing to guide and help validate design decisions
- Work closely with product managers stakeholders, and engineers to understand short-term and long-term product needs
- Working with product teams to ensure visual execution meets the strategic objectives and business goals
- Working with UI Development teams to ensure quality of execution; Also, provide feedback and guidance to UI Development team to adjust designs as needed

### UI/UX Designer

FLEETCOR | Oct 2019 – May 2020 | Atlanta, GA

- Collaborate with product management, and UI Developers to define and implement innovative solutions for the product direction, visuals, and experience
- Execute all visual design stages from concept to final hand-off to UI Developers
- Conceptualize original ideas that bring simplicity and user-friendliness to complex design roadblocks
- Create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas

### Contract Sr. Graphic Designer

FLEETCOR | Mar 2019 – Jun 2019 | Atlanta, GA

- Helped develop standards for their core brands
- Designed marketing collateral for partner brands BP, ARCO, Speedway, and Casey

### Sr. Art Director

AMI | Jan 2017 – Jun 2018 | Clearwater, FL

- Developed brand standards across all lines of business
- Responsible for the art direction, graphic design, photography, video production, video editing, motion graphics, and brand management