



## About me

When people ask about my background, I always tell them I'm a recovering Graphic Designer who put down a bottle of photoshop and picked up a case of Figma. Ok, let me be serious for a sec.

As a seasoned designer with over a decade of experience, I have honed various skills, such as graphic design, marketing, sales, motion graphics, photography, videography, video editing, public speaking, and small business management. My background has allowed me to approach UX design with a unique perspective. My passion for creating user-centered design experiences has driven me to excel as an individual contributor and a UX design leader.

As a UX design leader, I am committed to supporting and empowering the designers and teams I work with to achieve success in their projects and create experiences that users will love. My knowledge, experience, and passion for design allow me to guide others toward building products and experiences designers can be proud of. Ultimately, it is the success of others that drives me to continuously improve and excel in my role as a leader in UX design.

My ultimate goal is to empower those around me to succeed and create work they can be proud of while ensuring that the end user is at the forefront of every design decision.

## HOBBIES

Brazilian Jiu-Jitsu  
Yoga  
Cycling  
Photography

## EXPERIENCE

### Product Design Lead

Wells Fargo | January 2023 – Present | Charlotte, NC

- Supervise multiple UX/UI design projects and manage a team of skilled designers and content creators, ensuring exceptional performance and design quality across all projects.
- Mentor and inspire designers to develop their UX/UI skills, user-centered design processes, and reach their full potential, fostering a culture of continuous improvement.
- Collaborate with product and development teams to integrate design elements seamlessly, resulting in user-friendly and accessible product experiences.
- Maintain project momentum while adhering to the highest design standards, fostering a passion for design excellence, user experience optimization, and creative problem-solving within the team.

### Staff UX Designer - Contract

The Home Depot | August 2022 – January 2023 | Remote

- Developed Assortment and Space enterprise tools for Merchants and Merchant Planners, facilitating SKU allocation across regional stores while emphasizing usability and user engagement.
- Mentored and managed junior designers, fostering their growth in key areas such as user research, interaction design, and design thinking, while promoting a collaborative team environment.
- Enhanced UX/UI processes, wireframing, prototyping, and team collaboration, providing mentorship to designers and supporting their growth in targeted areas such as user research and interaction design.

### UX Design Mentor - Freelance

Springboard, | March 2022 – Present | Remote

- Mentor individuals new to UX design and UI design, facilitating comprehension of fundamental design concepts.
- Provide guidance in navigating the realm of UX, aiding mentees in adopting more effective work strategies and presentation techniques.
- Offer valuable insights and constructive feedback to mentees, enhancing their grasp of UX and UI design principles while fostering a growth-oriented learning environment.

### Lead Product Designer - Contract

Wells Fargo | December 2021 – March 2022 | Remote

- Managed the design of multiple web and mobile application features, interfaces, and experiences, utilizing heuristic evaluation techniques and user personas.
- Ensured adherence to and extension of the existing style guide in all design work, while implementing web accessibility standards.
- Collaborated with product owners, engineers, and user research teams to establish a cohesive product vision based on user needs analysis.
- Mentored and guided other designers to ensure efficient progress and timely project completion, with a focus on design thinking methodologies.

## LEADERSHIP PRINCIPLES

### People-Centric:

Championing diversity and fostering inclusive workspaces, I actively engage team members and stakeholders, prioritizing trust-building and open communication.

### Continuous Learning:

Dedicated to personal and professional development, I embrace new challenges and seek opportunities to expand my skill set, inspiring growth in others.

### Decisive Action:

Efficient and adaptable, I make informed decisions by analyzing user needs, business goals, and calculated risks, transforming setbacks into learning experiences.

### Balanced Leadership:

Exhibiting humility and self-awareness, I collaborate effectively with my team to address areas for improvement, leveraging data-driven insights, experience, and intuition to drive progress.

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## DESIGN KIT

### Design:

Adobe XD, Figma, Sketch, Adobe Illustrator, Adobe Photoshop, Design Thinking, Design Sprint, Design Spike, User Research, Quantitative & Qualitative Data, Wireframing

### Prototyping:

ProtoPie Studio, Figma, Adobe After Effects, Invision

### Project Management:

Gitlab, Abstract, Jira, Confluence

### Data Collection:

Miro, Figjam, Mural, Airtable, Microsoft Office, Usertesting.com

### Communication:

Slack, Zoom, Teams

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## PORTFOLIO

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

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## CONTACT

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## EDUCATION

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



## EXPERIENCE

### Lead Product Designer

Fetch Rewards | March 2021 – December 2021 | Remote

- Partnered with cross-functional teams to research, ideate, iterate, and deliver high-quality UX/UI designs, incorporating user journey mapping and empathy mapping.
- Conducted customer research to inform design decisions and better understand customer needs, utilizing data-driven design approaches.
- Demonstrated leadership and set an example for fellow team members to follow in areas such as visual design, responsive web design, and mobile app design.

### User Experience Designer

Primerica | May 2020 – March 2021 | Atlanta, GA

- Developed concepts and designs supporting a sales representative-centric approach, employing A/B testing and user scenario development.
- Conducted usability research, user testing, and user interviews to inform and validate design decisions.
- Collaborated with product managers, stakeholders, and engineers to understand short-term and long-term product needs, utilizing Agile methodologies and Scrum frameworks.
- Ensured alignment between visual execution, information hierarchy, and strategic objectives, as well as business goals.
- Provided feedback and guidance to UI Development teams, adjusting designs as necessary to ensure quality execution and optimal user experience.

### UI/UX Designer

FLEETCOR | Oct 2019 – May 2020 | Atlanta, GA

- Collaborate with product management and UI Developers to devise innovative UX/UI strategies, optimizing product visuals and user experience
- Manage all visual design stages from conceptualization to final hand-off to UI Developers
- Develop intuitive solutions addressing complex design challenges, enhancing user engagement and accessibility
- Produce wireframes, storyboards, user flows, process flows, and site maps to effectively convey interaction and design concepts