ERIC ABROM

About me

With over 13 years of design experience, I've led complex projects and mentored designers. In 6 months, I helped in hiring five members for the Fetch design team. My focus on data-driven design and thorough customer research significantly influenced our social features, resulting in a 43% uptick in weekly receipts scanned by socially engaged users.

HOBBIES

Brazilian Jiu-Jitsu
Yoga
Cycling
Photography

PORTFOLIO

uglyunicorns.com

CONTACT

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EDUCATION

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

EXPERIENCE

Product Design Lead
Wells Fargo | January 2023 – Present | Charlotte, NC
- Designed innovative solutions for Stock Fractions, which simplified the trading process for novice investors. Allowing users to think in terms of dollars rather than shares. We also decreased our investor age from 55 to 45.
- Created a new TAX Center, designed to reduce customer service call volume. We provided users with access to resources and new FAQs, we successfully lowered call volume by 30%.
- Fostered a culture of collaboration among multidisciplinary teams, leading to the timely and cost-effective delivery of projects. Employed Jira for project management, authoring user stories, and contributing significantly to shaping the product roadmap and product decisions.

Staff UX Designer - Contract
The Home Depot | August 2022 – January 2023 | Remote
- Helped design Assortment and Space enterprise tools, tailored for Merchants and Merchant Planners. Was focused on optimizing SKU allocation across regional stores.
- I mentored junior designers, my mentorship centered on elevating their proficiency in critical areas such as user research, interaction design, and design thinking.
- Actively contributed to the refinement and advancement of our UX/UI processes. My involvement included streamlining wireframing and prototyping workflows, as well as enhancing team collaboration.

UX Design Mentor - Freelance
Springboard, | March 2022 – Present | Remote
- Delivered insightful guidance and constructive feedback to 10 mentees, enhancing their understanding of UX and UI design principles.
- My direct feedback approach contributed to an 80% graduation rate.

Lead Product Designer - Contract
Wells Fargo | December 2021 – March 2022 | Remote
- Directed comprehensive design initiatives for both web and mobile applications, with a steadfast focus on user-centric design principles.
- Fostered strong collaborative relationships with product managers and developers, ensuring seamless integration of design and development efforts.
- Championed the adoption of modern design technologies and methodologies, positioning our team at the forefront of industry trends.

Lead Product Designer
Fetch Rewards | March 2021 – December 2021 | Remote
- Collaborated with cross-functional teams to research, ideate, and implement high-quality UX/UI designs, integrating user journey and empathy mapping.
- Created social features within the app, which significantly increased user engagement. This led to an average of 3 friends added per user.
- Increased weekly receipts scanned by 43% among socially engaged users through data-driven design of social features, resulting in 350,000 friend

SKILLS

Accessibility design, Agile methodologies., AI, Analytical thinking, Art Direction, Attention To Detail, Banking, Brand Development, Collaborative skills, Communication skills, Competitive Analysis, Creative problem-solving, Design Leadership, Design Sprints, Empathy for users, Enterprise tool design, Facilitate, Facilitation, Figjam, Figma, Fine Art, Graphic Design, Information architecture, Interaction Design, Jira, Journey Mapping, Leadership, Logo Design, Marketing, Mentor, Miro, Mobile design, Modular Design, Personas, Product Design, Product Management, Project management, Prototyping, Qualitative And Quantitative Insights, Qualitative Research, Research planning, Responsive design, Slack, Strategy, Team Player, Time management, Typography, Understanding of human psychology, Usability Testing, User-centered Design, User Experience Design (UED), User Experience (UX), User Insights, User interface design, User research, UX Research, Video Creation, Video Editing, Visual design, Web Design, Wireframing, Zoom, Strategic thinker

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CERTIFICATIONS

Take a More Creative Approach to Problem-Solving
LinkedIn • 04/2020 - Present

InVision Essential Training: Design System Manager
LinkedIn • 03/2020 - Present

UX Research: Going Guerrilla
LinkedIn • 09/2019 - Present

UX Research for Agile Teams
LinkedIn • 09/2019 - Presents.

Learning Design Research
LinkedIn • 08/2019 - Present

Planning a Career in User Experience
LinkedIn • 07/2019 - Present

Springboard - UX Designer program
Springboard • 08/2018 - Presents.

EXPERIENCE

requests sent in the first week.

User Experience Designer
Primerica | May 2020 – March 2021 | Atlanta, GA
- Developed concepts and designs helping with optimizing the experience for sales representatives.
- Conducted comprehensive usability research, including user testing and interviews, to inform and validate design choices, ensuring they are grounded in user needs and preferences.

UI/UX Designer
FLEETCOR | Oct 2019 – May 2020 | Atlanta, GA
- Improved product consistency by leading visual design stages and developing first design system, resulting in increased user satisfaction.
- Managed all visual design stages, from conceptualization to final hand-off to UI developers, ensuring seamless integration and consistency across our products.