

Eric Schroen

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I'm Eric, a Colorado-based multidisciplinary product designer with 15 years of expertise spanning user research, visual design, interaction design, design systems, product strategy, graphic design, illustration, and motion design. I prioritize values such as radical candor, kindness, and openness in my interactions with colleagues. I believe that these values are crucial for fostering a positive and productive workplace and are the foundation for crafting meaningful and captivating experiences.

Microsoft • Senior Product Designer

July 2023 – present

Hologram • Senior Product Designer

November 2021 – June 2023

- Successfully designed the SIM activation wizard optimization, resulting in an impressive 13% increase in activation conversion rates.
- Enhanced the dashboard by introducing dynamic package upsell UI and design logic, resulting in a tailored experience for users and significant business enhancements.
- Designed the marketing website, design system, and illustrations, substantially increasing engineering build efficiency, product sign-ups, qualified leads, and conversion rates.
- Researched and created a new framework for an ideal customer profile data point, leveraging user interviews, card sorting, journey map, and heuristic analysis, delivering valuable insights for the business.

Dooly • Senior Product Designer

March 2021 – November 2021

- Redesigned the product onboarding experience, information architecture, and product dashboard, resulting in a 40% increase in new users activating core features.
- Led the vision for the high-impact, fast-paced growth and activation squad that helped grow the product user base by 15%.
- Spun up and facilitated biweekly design reviews to empower better communication, collaboration, accuracy, and stakeholder inclusion.
- Designed and art-directed eye-catching product illustrations to enhance the user experience and customer delight.

Ibotta • Product Designer

February 2019 – March 2021

- Designed an intuitive and simplified core cash back feature, resulting in a 30% increase in accurate receipt submissions for millions of monthly active users.
- Routinely presented designs to over 600 employees using storytelling techniques, resulting in more engaging, inspiring, and memorable presentations.
- Successfully designed and art-directed new product illustrations and motion graphics that contributed to a cohesive, unified, and design-forward brand experience.
- Partnered with iOS/Android developers to deliver successful design mocks.
- Led a high-impact strike team as the lead designer to rapidly develop a solution that allowed users to get cash back without having to physically visit a store, in response to the pandemic.

Sherman St. Studio • UX/Visual Designer

December 2015 – March 2019

- Started and ran my own successful design business and executed roles of Creative Director, UX Designer, Graphic Designer, and more.
- Designed websites, e-books, logos, branding, environmental graphics, illustrations, and more.
- Branded multiple companies which lead to an average of 30% growth in their revenue.
- Consulted with clients and advised them on their brand strategies and company mission.
- Designed social media posts that grew followers to over 2,500%.
- Demonstrated a self-starter mentality in initiating and delivering high-quality creative projects to achieve client satisfaction.

Pearl Izumi • Lead Graphic Designer

March 2013 – March 2016

- Spearheaded the design of custom cycling apparel, resulting in a significant boost to brand recognition and market share.
- Played a pivotal role in building and leading a team of talented graphic designers, providing mentorship, training, and support to ensure their success.
- Streamlined departmental operations and processes, driving a marked increase in productivity and efficiency.
- Received recognition for reorganizing and optimizing the department file structure, earning an award for outstanding performance.
- Served as Project Lead for the prestigious US Pro Challenge professional bike race, coordinating all aspects of the event to ensure seamless execution and success.
- Developed a comprehensive production checklist that reduced errors and improved quality control measures, contributing to a smoother and more streamlined workflow.
- Maintained consistent communication with an overseas production facility daily, ensuring timely and accurate delivery of products and materials.

Primal Wear • Senior Graphic Designer

March 2007 – March 2013

- Conceptualized and executed visually stunning designs for catalogs, logos, apparel, exhibitions, advertisements, and packaging, earning widespread acclaim from both clients and colleagues.
- Oversaw a talented 10-person creative team, providing effective leadership, mentoring, and training to help each thrive and achieve their full potential.
- Directed and facilitated weekly design sessions, reviews, and critiques, fostering a collaborative and productive work environment that delivered exceptional results.

**The Art Institute of Colorado • Associate of Arts and Sciences • Graphic Design
General Assembly • User Experience Design Certificate**