

ERIN BALDWIN

UX DESIGNER & RESEARCHER

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EXPERIENCE

UX RESEARCHER & DESIGNER

Freelance/Contract | 2/15–Present

UX design, strategy and user research for clients including Under Armour, EightShapes and FatDUX.

RECENT PROJECTS:

- **EightShapes:** Product section redesign for a data storage management company
 - Redesign category, series, family and product pages based on new IA
 - Assist in running sketching workshops and presentations
 - Create wireframes to show responsive behavior patterns at the page and component level
- **Under Armour:** Update and optimize online shopping and checkout experience
 - Optimize and improve the online shopping experience of US and European Under Armour sites and partner sites
 - Run qualitative remote usability tests and card sorting; analyze results and present findings and recommendations to stakeholders
 - Create wireframes, journey maps and interactive prototypes to define and convey information architecture, content types, functionality and interactivity
- **FatDUX Group:** Develop research plan, conduct and analyze research to determine if a tool could be created to aid historic preservation advocates in their work.
 - Conduct ethnographic interviews, secondary research, competitive analysis
 - Analyze data; present findings and recommendations
- **Independent Project:** Research to determine viability of an app-based game idea
 - Conduct web-based survey and competitive product interviews
 - Analyze data; present findings and recommendations

UI DESIGNER & FRONT-END DEVELOPER

American Chemical Society | Washington, DC | 5/13–2/15

- UI design, visual design and front-end development as part of UX team
- Collaborate on site architecture, user journeys and interactions; create prototypes and mockups
- Translate wireframes into aesthetic, usable, on-brand user interfaces
- Ensure mobile-first, responsive and accessibility compliant design and code

EXPERTISE



UX DESIGN & STRATEGY

INFORMATION ARCHITECTURE

UX RESEARCH

USABILITY TESTING

DATA ANALYSIS & SYNTHESIS

UI DESIGN

CONTENT STRATEGY

VISUAL DESIGN

HTML/CSS DEVELOPMENT

EDUCATION

M.S. IN INFORMATION ARCHITECTURE AND KNOWLEDGE MANAGEMENT

Concentration in UX Design

Kent State University

May 2017

B.F.A. IN GRAPHIC DESIGN

Minor in Art History

Louisiana State University

May 1995

EXPERIENCE (CONTINUED)

ASSOCIATE MANAGER, WEB PRODUCTION ENGINEER

Stanford University | Stanford, CA | 9/09–8/11

- Transition alumni.stanford.edu to new CMS, migrate content and test for bugs
- Create bimonthly web version of *Stanford* magazine
- Add and update content for departments within the Alumni Association

WEB DESIGNER & FRONT-END DEVELOPER

Intrax Cultural Exchange | San Francisco, CA | 4/07–8/09

- Design, front-end development and content updates of multiple web sites
- Design and create HTML emails & newsletters, promos, banner ads

PRINT & WEB DESIGNER

Seventeenth Street Studios | Oakland, CA | 9/05–3/07

- Print and web design on a variety of projects including web sites, books, and catalogs for clients including Kaiser Permanente and Pearson Education

GRAPHIC DESIGNER

Ghirardelli Chocolate Company | San Leandro, CA | 7/04–5/05

- Design and production of packaging and marketing collateral; art direction of photo shoots

PRINT & WEB DESIGNER

Odwalla, Inc., | Half Moon Bay, CA | 4/03–7/04

- Design, front-end development and content updates of web site
- Design and production of packaging, and marketing collateral (print and web)

FREELANCE DESIGNER & DEVELOPER

San Francisco, CA | 1/00–4/03

- Independent contract work on all aspects of print and web design, production and development for clients including UC Berkeley, Old Navy, Restoration Hardware, Williams-Sonoma and Pottery Barn

PRINT & WEB DESIGNER

Mentor Books | Dublin, Ireland | 9/97–12/97 & 7/98–6/99

- Design and layout of educational and children's books
- Design, development and maintenance of company web site

FAVORITE TOOLS

SKETCH

AXURE

PHOTOSHOP

ILLUSTRATOR

HTML & CSS

OPTIMAL SORT

REFRAMER

SURVEYMONKEY

USERTESTING.COM

SOCIAL



[linkedin.com/in/erinbaldwin](https://www.linkedin.com/in/erinbaldwin)



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