

ERIN BALDWIN

SENIOR UX DESIGNER

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EXPERIENCE

Senior UX Designer, Beyond Curious | Culver City, CA | 9/17-11/17

Project-based contract to redesign and optimize website for Vertiv, a provider of industrial power and thermal management products, services, and solutions.

- Updated navigation, home page, search results pages, and product pages to improve findability and overall user experience of vertivco.com.
- Co-facilitated discovery and ideation workshop at client headquarters.
- Collaborated with user research team to plan and conduct tree testing.
- Synthesized research findings and business needs into a more need-based and component-driven design.
- Determined design priority and deadlines along with project manager, changing course when necessary (based on results of testing or new information from client) and discussed changes in priority with the team.
- Wrote usage guidelines for new and updated page and component types.

UX Design Lead, E-Commerce Site (NDA) | Playa Vista, CA | 8/17-9/17

Project-based contract to lead the user-centered redesign of an eyewear technology e-commerce site.

- Analyzed content, site architecture, and competitor sites to determine requirements.
- Determined redesign priorities, schedules, and deliverables.
- Reworked site navigation, architecture, and checkout process based on requirements, best practices, and usability test results.
- Redesigned pages and created new pages based on revised architecture.

UX Designer & Information Architect, EightShapes | Washington, DC | 8/16-2/17

Project-based contract for NetApp, a provider of data storage solutions.

- Redesigned the product pages using revised information architecture and content strategy, based on new research and testing-based data.
- Worked with project manager to set priorities and schedule for deliverables.
- Co-facilitated sketching workshops and project milestone presentations.
- Worked closely with client's internal marketing, development and design team members, and external content strategy consultants.
- Created wireframes to show responsive behavior patterns of pages and components.

UX Researcher, FatDUX | Remote | 7/16-10/16

Planned and led research project to determine the need for a tool that could aid grassroots historic preservation advocates in their work.

- Developed research plan, and conducted ethnographic interviews, secondary research, and ran a comparative review of sites historic preservation sites.
- Analyzed and synthesized data; presented findings and recommendations.

AREAS OF EXPERTISE



UX DESIGN & STRATEGY

INFORMATION ARCHITECTURE

USER 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

B.F.A. IN GRAPHIC DESIGN

Minor in Art History
Louisiana State University

EXPERIENCE (CONTINUED)

UX Designer, Under Armour | Baltimore, MD | 9/15-1/16

Fixed-term contract to optimize the online shopping experience of Under Armour sites (US, Europe and partner sites) and mobile apps as part of the UX team.

- Ran qualitative remote usability tests and card sorting; analyzed results and presented findings and recommendations to stakeholders.
- Synthesized and applied research findings to new designs.
- Created wireframes, journey maps and interactive prototypes to define and convey information architecture, content types, functionality and interactivity.

Freelance UX Designer & Front-End Developer, Red Thinking | DC Metro | 3/15-8/15

User experience design, information architecture, interface design and front-end development of web and mobile sites.

- Created wireframes, prototypes, sitemaps, personas, user journeys.
- Conducted usability tests and rapid prototyping sessions.
- Developed, designed and maintained sites in WordPress.

UI Designer & Front-End Developer, American Chemical Society | DC Metro | 5/13-2/15

UI design, visual design and front-end development for multiple ACS sites and apps.

- Collaborated on site architecture, user journeys and interactions; create prototypes and mockups
- Translated wireframes into aesthetic, usable, on-brand user interfaces
- Ensured mobile-first, responsive, and accessibility compliant design and code.

Associate Manager, Web Production Engineer, Stanford Alumni Association,

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

- Migrated alumni.stanford.edu content to new CMS and tested for bugs.
- Created bimonthly web version of Stanford magazine.
- Managed and updated content for departments within the Alumni Association.

Web Designer & Front-End Developer, Intrax, Inc. | San Francisco, CA | 4/07-8/09

- Design, front-end development and content updates of multiple product sites, microsites, and landing pages.
- Designed and created HTML emails & newsletters, promos, banner ads.

Print & Web Designer, Seventeenth Street Studios | Oakland, CA | 9/05-3/07

- Design, production and front-end development on a variety of projects including web sites, books, and catalogs.
- Clients included Kaiser Permanente and Pearson Education.

FAVORITE TOOLS

AXURE

SKETCH

INVISION

PHOTOSHOP

ILLUSTRATOR

HTML

CSS

OPTIMAL SORT

TREEJACK

USERTESTING.COM

MICROSOFT OFFICE

SOCIAL



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