ERIC AICHELE

+1 (260) 418-5409 | ericaichele@mac.com | Auburn, IN, USA | linkedin.com/in/ericaichele/ | http://www.ericaichele.com/

PROFESSIONAL SUMMARY

Innovative UX designer with almost 20 years of experience in creating user-centric solutions that drive product success across various industries. I've successfully led cross-functional teams and implemented design strategies, enhancing product usability and customer satisfaction for major clients like Johnson & Johnson and The Home Depot. Notably, I standardized UX methodologies at Intellectual Technologies, resulting in a cohesive design process that significantly improved team efficiency.

EDUCATION

Savannah College of Art and Design
Bachelor's, Graphic Design

PROFESSIONAL EXPERIENCE

Turnberry Solutions   **Remote**
Associate Principal Consultant (User Experience Design)   *September 2022 - February 2025*
- Enhanced product usability and customer satisfaction by implementing UX methodologies for finance, HR, and data management products while collaborating cross-functionally with Johnson & Johnson.
- Improved product efficiency by collaborating with cross-functional teams to tackle client challenges, focusing on the enhancement of product features through effective problem-solving strategies.
- Aligned product design with corporate style guides and ADA compliance standards by working closely with the Design Systems team to address styling limitations on external platforms.
- Facilitated decision-making with product management using user feedback gained from user-testing using interactive prototypes and mockups created in Figma.

Cognizant   **Remote**
Senior UX Design Consultant   *January 2021 - September 2022*
- Enhanced user experience and product success by collaborating cross-functionally with clients like Broadridge and Trane Technologies using Figma and UX methodologies to design user-centric solutions for financial reporting and virtual layout products.
- Delivered innovative product improvements by conducting user research and creating prototypes and mockups, working cross-functionally to implement creative problem solving and decision-making strategies.
- Improved product efficiency by spearheading cross-functional teams to devise innovative solutions for client challenges, enhancing product features through effective product design and creative problem-solving techniques.

Intellectual Technologies, Inc.   **Fort Wayne, IN, USA**
UI/UX Lead   *November 2018 - January 2021*
- Enhanced user experience across multiple applications by leading the transition to a UX methodology and standardized the component library using Sketch and Figma.
- Managed a team of UX Designers and Front-End Developers to implement user-centric designs.
- Improved product quality and cohesion by working cross-functionally with product management and engineering to ensure cohesive design and development processes.
- Streamlined the design process, enhancing product improvements by developing and iterating on prototypes and user flows through creative problem solving and strategic decision-making.
- Contributed to the business strategy by engaging in decision-making and creative problem solving for product improvements.

Do It Best Corp   **Fort Wayne, IN, USA**
Web Designer / UX Ambassador   *May 2017 - November 2018*
- Created email blasts and banner ads, focusing on enhancing user experience.
- Improved website usability and functionality by collaborating cross-functionally with product management and engineering teams to implement user-centric design principles.
- Achieved design consistency and brand alignment by contributing to business strategy and product improvements through creative problem solving while collaborating with cross-functional teams.
- Enhanced decision-making processes by designing solutions that align with product management goals, focusing on user experience.

The Home Depot   **Atlanta, GA, USA**
Senior UX Designer   *July 2016 - March 2017*
- Enhanced user efficiency through the design of an enterprise application for The Home Depot Supply Chain by implementing user research methodology and collaborating cross-functionally with product management using Sketch and Figma to create prototypes.
- Streamlined agile development process by collaborating with the Enterprise UX Team and utilizing creative problem solving to design and iterate on product improvements.
- Improved design component testing efficiency by supporting the internal design system team in testing new components based on research and informed product management decisions.
- Increased supply chain operational efficiency by developing high-fidelity visuals and utilizing decision-making in business strategy to ensure timely delivery.

Dick's Sporting Goods   **Atlanta, GA, USA**
UI/UX Designer   *December 2014 - March 2016*
- Enhanced user engagement in mobile workflows and website design projects by designing and iterating on user-friendly wireframes and prototypes using Sketch.
- Streamlined product development process by working cross-functionally with product management and engineering teams to refine product improvements and decision-making strategies.
- Facilitated better decision-making and product strategy by engaging in cross-functional collaboration and product management initiatives.

Sage   **Atlanta, GA, USA**
Web Graphic Designer   *December 2013 - November 2014*
- Enhanced user engagement by the redesign of website and ad units, developing interactive prototypes using Sketch with a focus on user-centric design and product improvements.
- Improved collaboration by working cross-functionally with product management, engineering, and design teams to deliver cohesive web solutions.
- Created email newsletters and ad units by executing strategic design initiatives aligning with business strategy to enhance user interaction.

Razorfish   **Atlanta, GA, USA**
Freelance UX Designer   *June 2013 - September 2013*
- Streamlined design process by working cross-functionally with product management and engineering teams to implement product improvements, enhancing the product's usability and aesthetics.
- Delivered high-quality design solutions by employing creative problem solving and decision-making strategies to address complex design challenges, aligning with business strategy.

Autism Speaks   **New York, NY, USA**
Freelance Designer   *January 2011 - January 2013*
- Enhanced user experience through a comprehensive website redesign for Autism Speaks using high-fidelity visuals, aligning with business strategy and product management goals.
- Increased brand visibility through the design of social media content and banner ads, executing creative problem solving and decision-making to develop engaging visuals that resonate with the target audience.
- Streamlined project workflow by managing multiple design projects concurrently, implementing efficient project management techniques, and facilitating communication and collaboration across overlapping organizational lines.

TV Guide   **New York, NY, USA**
Freelance Designer   *June 2012 - December 2012*
- Contributed to business strategy development in quick-turnaround design projects by providing insights on user needs and opportunities to inform product management.
- Delivered product improvements in mobile design projects by leveraging creative problem solving, which streamlined user flows and enhanced overall user experience.

Anthem Education Group   **Jersey City, NJ, USA**
Graphic Design and Animation Instructor   *January 2012 - July 2012*
- Enhanced students' design proficiency by developing and implementing an interactive curriculum on Photoshop, HTML, CSS, and website design basics using Adobe Products.
- Fostered interdisciplinary collaboration by working cross-functionally with students on design projects, integrating creative problem solving and decision-making processes.

- Improved student work quality by guiding students in crafting professional portfolios and website designs aligned with product management principles.

Bonnier Outdoor Group   **New York, NY, USA**
Web Designer   *October 2008 - May 2011*
- Enhanced promotional material production efficiency by designing and implementing streamlined processes, collaborating cross-functionally with the development team using the Adobe Creative Suite and creative problem solving.
- Streamlined video editing process by utilizing iMovie to efficiently edit videos, supporting product management efforts.

Manning Media   **Chicago, IL, USA**
Multimedia Designer   *November 2006 - February 2008*
- Enhanced user engagement through developing interactive prototypes and high-fidelity visuals using Interactive Flash E-Vites and multimedia designs.
- Improved brand consistency across multiple platforms by collaborating cross-functionally with design and product management teams in the redesign of company and client identity systems.
- Delivered 20+ comprehensive online media kits and websites by implementing product management strategies and decision-making processes for product improvements and creative problem solving.
- Aligned multimedia projects with business strategy by engaging in strategic decision-making and creative problem solving during the development of online media kits and identity systems.

SKILLS

Skills: Adobe Illustrator, Excel/Numbers/Sheets, HTML/CSS, Adobe Creative Suite, Adobe Photoshop, Agile, Axure RP, Bootstrap, Figma, Graphic Design, Interaction Design, iOS/Swift, JIRA, Product Design, Sketch, Wireframe, Word/Pages/Docs, Wordpress, UI/UX Design, User Research, Design Systems, User Acceptance Testing, Remote User Testing, Research Synthesis, User Experience Design, Typography, Rapid Prototyping, Mobile Design, Web Design, User Experience Testing, User Interface Prototyping, Usability Testing/Engineering, User-Centered Design, Usability, Style Guides, Creative Ideation, SaaS, Customer Research, Communication, Product Research, Iterative Design, Data Analysis, Information Architecture, Git, Visual Design, Verbal Communication Skills, Communication Skills, End-to-End, Visual Design