eric suhre

UX/UI Designer | Strategist | Creative Leader

Driven by curiosity, empathy, collaboration and process, I am a thoughtful problem-solver who enjoys creating experiences that make an emotional connection. I embrace the possibilities in constraints, and see challenges as new opportunities to grow and innovate.

ADT Solar | *Sr. UX/UI Designer*   **2.5** yrs.

2021 – Present

Sr. UX/UI Designer for ADT Solar, a division of ADT Home Security. Spearheaded collaboration across teams (IT, Product and Marketing) to provide a united and consistent user experience throughout a customer's journey with ADT Solar.

→ Formalized and **implemented UX/UI process** within organization

→ **Developed ADT Solar design system** within Figma to create consistent and rapid wireframes and prototypes

→ Responsible for **creating/conducting interviews, surveys, user journeys, interaction flows/information architecture, low-fidelity wireframes, high-fidelity wireframes and end-to-end functional prototypes**

→ Lead UX/UI team with a deep **hands-on approach** combining strategy, design and creative solutions while maintaining a **high level of attention to detail** to present and communicate to key stakeholders

→ Continually explore **opportunities to enhance, improve, and expand** the customer experience

People Who Think | *Sr. UX/UI Designer*   **8** yrs.

2008 – 2021

UX/UI Designer for a nationally known full-service marketing agency. Proven skills at bridging the gap between design and functionality to create unique, clean and above average user experiences that accomplish the client's digital media goals and exceed their expectations.

→ Formalized and implemented a new service of UX/UI to add to list of existing agency services resulting in increase of business with some clients using agency solely for our UX/UI ability and expertise

→ Delivered workflows, personas, interaction flows/information architecture, navigational flows, low-fidelity wires, high-fidelity wires and prototypes

→ Implemented approaches that work across device types and interaction modalities – think responsive and mobile first

ericsuhre.com

esuhre@gmail.com
504-400-2184

SKILLS

User Interface Design
User Experience Design
User Interviews
User Surveys
User Journey Maps
User Personas
User Stories
User Testing
Affinity Maps
Information Architecture
Low-Fidelity Wireframes
High-Fidelity Wireframes
Prototyping
Design Patterns
Design Systems
Lean UX
Double Diamond Theory Process
Agile Sprints
Communication Skills
Presentation Skills
Hands-on Approach
Attention To Detail
Team Management

PRODUCTS

B2C, B2B
Mobile Apps - iOS & Android
Native Software Products
SaaS Products
Digital Product Design
Responsive Website Design
Responsive Website Development
Landing Pages
Online Shops

SOFTWARE

Adobe Creative Suite
Figma
Adobe XD
Sketch

- Effective communication through workflows, stories and wireframes to guide the team's work and keep product owners informed as to progress
- Work in close collaboration with art directors, developers and product managers in the framework of an Lean UX/agile software development process
- Concepted and created a resellable solution for the tourism industry to collect missed visitor data by capturing information onsite through an interactive guestbook

People Who Think | *Web Director*   **3** yrs.

Effectively led a team who worked together to produce state-of-the-art websites and apps that have earned nation-wide attention, industry awards and resulted in measurable results for clients including increased sales and awareness.

- Instrumental in structuring and building a viable in-house web design and development team, resulting in agency no longer outsourcing these services
- Created four new positions for the agency's web department growth
- Led web development scoping, planning and technical architecture for all projects involving UX/UI development
- Managed a small, effective development team, as well as hosting partners and third-party developers (contractors), to ensure technical quality, product quality and efficient use of resources
- Helped to identify, evaluate and implement new technology that is beneficial to the digital goals of the organization
- Regularly communicated with leadership, directors and sales leadership to discuss direction, strategy, and priorities

People Who Think | *Senior Designer/Frontend Web Developer*   **2** yrs.

Crafted digital and design solutions for clients with a focus on front-end web development and graphic design. Collaborated with clients to develop an artistic approach and style and determine how best to represent a concept visually.

- Web developer: HTML, CSS, Javascript, PHP
- Graphic Designer: print pieces, product packaging, digital and website project designs

Artifex | *Vice President / Senior Designer*   **3** yrs.

2005 - 2008

Partner in a design firm specializing in branding, print and web design with a focus on corporate and financial institution websites and print and package design. Personally responsible for 55% of yearly revenue and acting as lead graphic and web designer for over 45% of the client base.

Miro
Hotjar
Jira
Microsoft Teams
Zoom
Google Analytics
Wordpress
Bootstrap

AWARDS

8 Gold ADDY Awards
6 Silver ADDY Awards

EDUCATION

BA, Visual Communications
Delgado Community College
1999 - 2003

REFERENCES

Available upon request