ERICA
FIRMENT

About

I specialize in making complex interfaces approachable. As a product designer, I drive features and UI from concept to release. I layout wireframes, define processes, detail interactions, define error conditions, and create design systems.

My goal is to create fun user-centered experiences that convey narrative and offer clear calls to action.

Contact

📱 (607) 279-8868

✉️ ericafirment@gmail.com

in linkedin.com/in/erica-firment

💼 Work

HEAD OF PRODUCT DESIGN   2018 - Present
COMPAAS (STARTUP)

My team improved processes and created data visualizations that helped HR compensation teams identify and understand internal pay equity problems. I was responsible for overseeing the product lifecycle, including requirements, OKRs, and the design of the product from concept to launch. I'm proud to have earned a set of loyal customers who cited our software design as the differentiator that caused them to convert.

PRODUCT DESIGN CONSULTANT   2017 - 2018
RIVIERA PARTNERS

Created a new design system and redesigned a complex internal search tool for a group of executive recruiters. Gathered requirements from company executives and wrote implementation documents for development team to increase search efficiency and call turnover.

SENIOR UX DESIGNER   2015 - 2017
REDDIT

Lead designer at the fourth-largest website in the US (with one of the oldest codebases), I helped establish tools and process for an expanding design team. I created user stories, wireframes, flows, interactive prototypes, assets, and documentation. Shipped as UX lead: new moderator tools, a desktop theme redesign, a full mobile web redesign, new user on-boarding, and an internal metadata framework for improved listing relevance.

LEAD INFORMATION ARCHITECT   2013 - 2015
REALTOR.COM

As the company's first Information Architect, I worked at a leadership level to ensure cohesive user experiences. Redesigned Android app. Architected and designed a series of dynamic information visualization tools. Documented and redesigned site navigation for realtor.com.

SENIOR UX DESIGNER   2012 - 2013
ONE STEP BEYOND CONSULTING

Led redesign of the Cricket Wireless Android music app, Muve Music.

SENIOR UX DESIGNER   2007 - 2011
SECOND LIFE / LINDEN LAB

Designed interactions and UI for the C++/OpenGL Second Life viewer. Partnered with open source and sustaining engineering groups to incorporate UX into engineering workflows.

UX MANAGER   2004 - 2007
CORNELL UNIVERSITY

Helped manage a diverse team of developers (Java/JSP), DBAs, and CS students to develop the world's largest online collection of animal recordings at the Cornell Lab of Ornithology.

Education

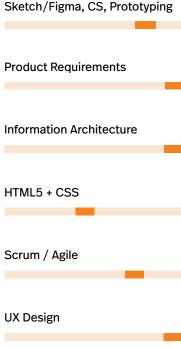|	
DIGITAL RESEARCH FELLOW CORNELL UNIVERSITY	2003 - 2004
MASTERS INFORMATION SCIENCE / HCI UNIVERSITY OF MICHIGAN, ANN ARBOR	2000 - 2003
BACHELOR OF ARTS / ENGLISH MICHIGAN STATE UNIVERSITY	1994 - 1998

Awards

▶ 2009, 2010 **SXSW Interactive Panelist & Speaker**

▶ 2009 **OSCON Ignite Speaker**

▶ 2006 **Science Magazine Educational Interactive Visualization Award**

▶ 2002 **University of Michigan Margaret Mann Award**

Technical

Sketch/Figma, CS, Prototyping

Product Requirements

Information Architecture

HTML5 + CSS

Scrum / Agile

UX Design

Skills

- UX design for software, mobile, web, and 3D environments
- Wireframes > Pixel perfect comps > Interactive prototypes
- Information Architecture, Interaction diagrams, Pageflow diagrams
- Creating and building out design systems
- User Research, Usability studies, Contextual inquiry, Heuristic evaluation, Card sorting, A/B testing
- Cross-team communication and consensus-building
- Information visualization, both static and interactive
- Design for user-generated content

Resources

https://www.ericafirment.com/Portfolio2023.pdf
A printable long-form portfolio containing a series of case studies showing my role and outcomes.

https://www.speakerdeck.com/librarianavenger
Slides from past talks.

https://www.ericafirment.com
A web-based portfolio with quick overview of some work and history. A bit old, but homemade.