

ERICA FIRMENT

Experience Designer

Remote (USA) | 607 279-8868 | erica@librarianavengers.org

Product design leader with 20+ years simplifying complex ideas and research into enjoyable products. Former Cornell faculty. Designed and shipped products for startups and Fortune 500 companies, including Second Life, Realtor.com, and Reddit. I love untangling a good mess.

KEY SKILLS

Design Systems	Product Roadmaps	Cross-Functional Communication
Visual Design	Information Architecture	Building Happy Teams

WORK EXPERIENCE

STAFF / LEAD / MANAGER PRODUCT DESIGN | Remote | 2024 - Present

Kentik (Network Observability)

- Lead a product design team of designers and design engineers
- Guide design strategy and quality across the product portfolio
- Partner with product management leadership to align design with business goals

HEAD OF PRODUCT DESIGN | Remote | 2018 - 2023

Compaas (Compensation Analysis)

- Crafted marketable processes and data visualizations which helped HR compensation teams identify and understand their internal pay equity problems.
- Led the entire product lifecycle, including the product roadmap, user flows, specs, design language system, and product backlog.
- Designed experiences from concept to launch, including prototypes and engineering requirements.
- Earned a set of loyal customers who cited our software design as the differentiator that caused them to convert.

SENIOR UX DESIGNER | San Francisco, CA | 2015 - 2017

Reddit (Social Network)

- Lead UX design at the fourth-largest social media website in the US (with one of the oldest codebases).
- Developed 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 | San Jose, CA | 2013 - 2015

Realtor.com (Ecommerce)

- Company's first Information Architect, part of the leadership team.
- Lead designer on Android app redesign.

- Created a series of dynamic information visualization tools from open data sources.
- Redesigned site navigation and information architecture for Realtor.com, increasing key metrics by 25%.

SENIOR UX DESIGNER | San Francisco, CA | 2007 – 2011

Linden Lab / Second Life (Virtual World)

- Designed interactions, information architecture, and UI across multiple platforms and payments systems.
- Built and ran a user research program which identified and escalated usability gaps.
- Led initiatives with the open source community and incorporated design principles into technical workflows.

EDUCATION

Cornell University | Ithaca, NY | Digital Research Fellow, Faculty | 2004

University of Michigan | Ann Arbor, MI | Masters in Information (HCI) | 2003

Michigan State University | East Lansing, MI | BA in English | 1998

ADDITIONAL EXPERIENCE

PRODUCT DESIGN CONSULTANT | Avengers Design | Remote | Various years

UX MANAGER | Cornell Lab of Ornithology (Macaulay Library) | Ithaca, NY | 2004 - 2007

HONORS & AWARDS

SXSW Interactive | Panelist & Speaker | 2009, 2010

OSCON Ignite | Speaker | 2009

Science Magazine | Educational Interactive Visualization Award | 2006

University of Michigan | Margaret Mann Award | 2002

STRENGTHS

Design for mobile, web, 3D	Information Architecture	Data Visualization
Design Leadership	Informational Interviewing	Competitive Analysis
Personas & User Journeys	Figma	Product Strategy

PORTFOLIO & RESOURCES

ericafirmment.com | A web-based portfolio with a quick overview of some work and history.

ericafirmment.com/Portfolio2023.pdf | A printable portfolio with short case studies showing my role and outcomes.

[Case Studies](#) | More detailed case studies showing how I worked to solve specific problems within an organization.