

ERICA FIRMENT PRODUCT & UX PORTFOLIO 2026



ABOUT ME

MY ROLE is to work within **engineering-heavy cultures** and create software that delights and satisfies users. I drive product design from concept to launch, creating a usability culture for companies in memorable ways, including holding **User Test Film Festivals**, and luring CSEs to office hours with funny invitations in the form of Civil War letters.

As a **Senior Product Designer** at **Reddit**, the fourth-ranked social media site in the US, I established tools and processes to guide an expanding design team.

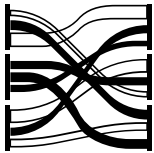
As **Lead Information Architect** at **Realtor.com**, I drove cultural change by persuading product managers and engineers to integrate usability testing directly into their development cycles.

At **Compa.as**, friends and I built the world's first compensation intelligence platform. This was a way to turn a complex mathematical chore into a tool to support Pay Equity. As **Head of Product**, I led end-to-end design, established the design language, conducted user research, and managed the roadmap to turn a complex mathematical chore into a rewarding tool for pay equity.

Most recently, as **Head of Product Design** at **Kentik**, I focused on translating complex network engineering stories into usable interfaces and growing our team's rapid prototyping capacity. Our usability and best-in-class information visualization led to an acquisition by **Infoblox**.

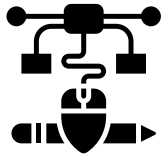


CASE STUDIES INDEX



NETWORK OBSERVABILITY

Scale a small design team to AI-first, while designing software for network engineers.



FAIR PAY VISIBILITY

As the sole designer at a startup, customers cited our software's design as a differentiator.



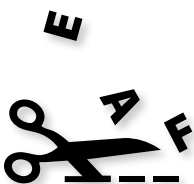
REDESIGNING REDDIT

The design was gnarly, and that was just how people liked it.



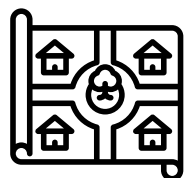
SECOND LIFE REDESIGN

Our team took on a huge redesign of Second Life, leaving it cleaner and more effective.



INFORMATION ARCHITECTURE

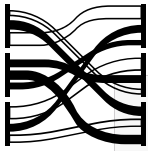
I introduced IA practices to realtor.com's taxonomy and led the way to a responsive site layout.



DATA VISUALIZATION

Neighborhood information became one of the highest trafficked parts of the site.

NETWORK OBSERVABILITY



KENTIK

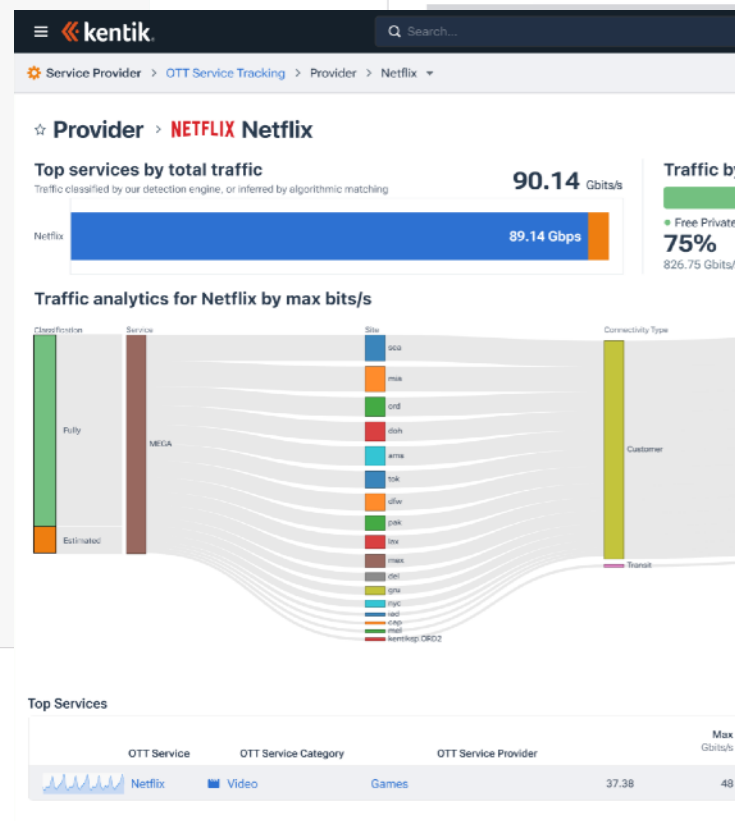
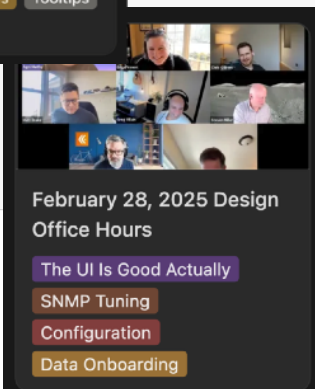
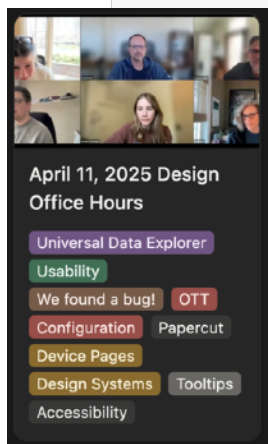
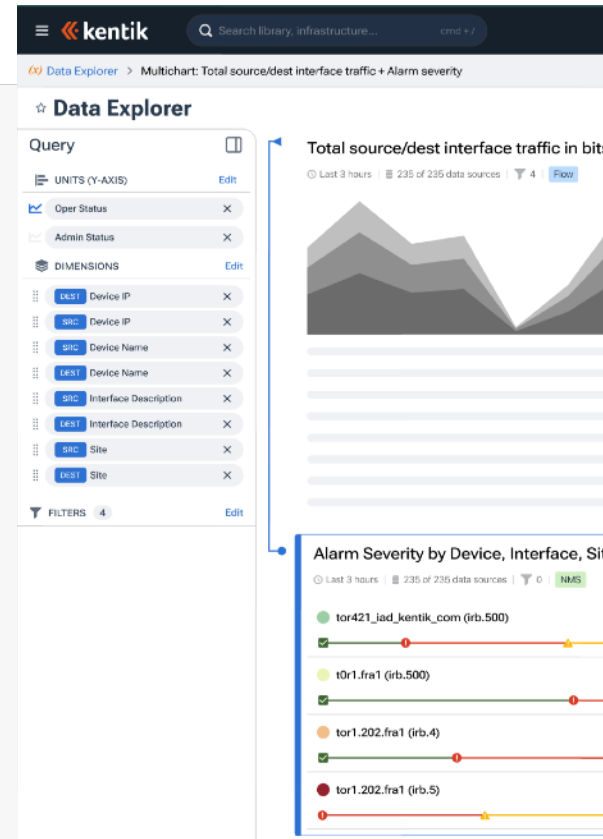
THE GOAL Grow a small design team into a cohesive model for AI-first design.

MY ROLE I grew, managed and mentored the Product Design team, overseeing coverage across all product areas, while running recurring rituals such as Design Office Hours and Show & Tell which built internal alliances and strengthened the company's commitment to design.

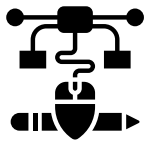
I designed and prototyped query-building and dashboard experiences. I championed a navigation redesign focused on aligning with

customer mental models rather than organization structure.

I transitioned the team to an AI prototype-first process, and I successfully advocated for a second Design Engineer, a model adopted by the much larger Infoblox team post-acquisition.



FAIR PAY DATA VISIBILITY



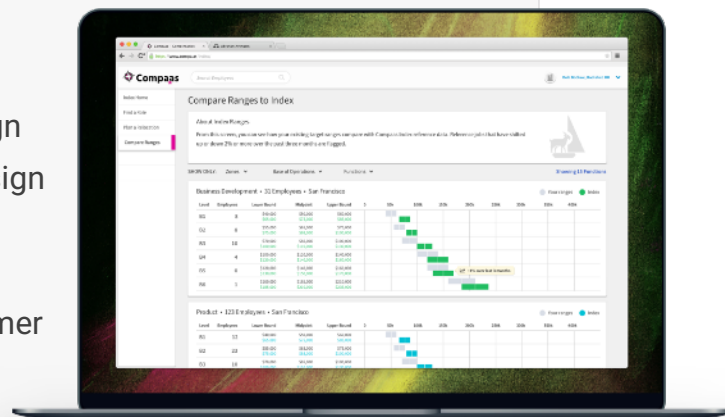
COMPA.AS

THE GOAL Make it easy for companies to identify pay inequality even when annual compensation is incredibly complex.

Our motto was *"make doing the right thing, the easy thing."*

MY ROLE I was the first product/design hire, and owned the full product and design pipeline.

I built a design library, conducted customer research, represented the company to customers, and helped build out data engineering and customer experience teams. We created a best-in-class product with passionate users.



REDESIGNING REDDIT

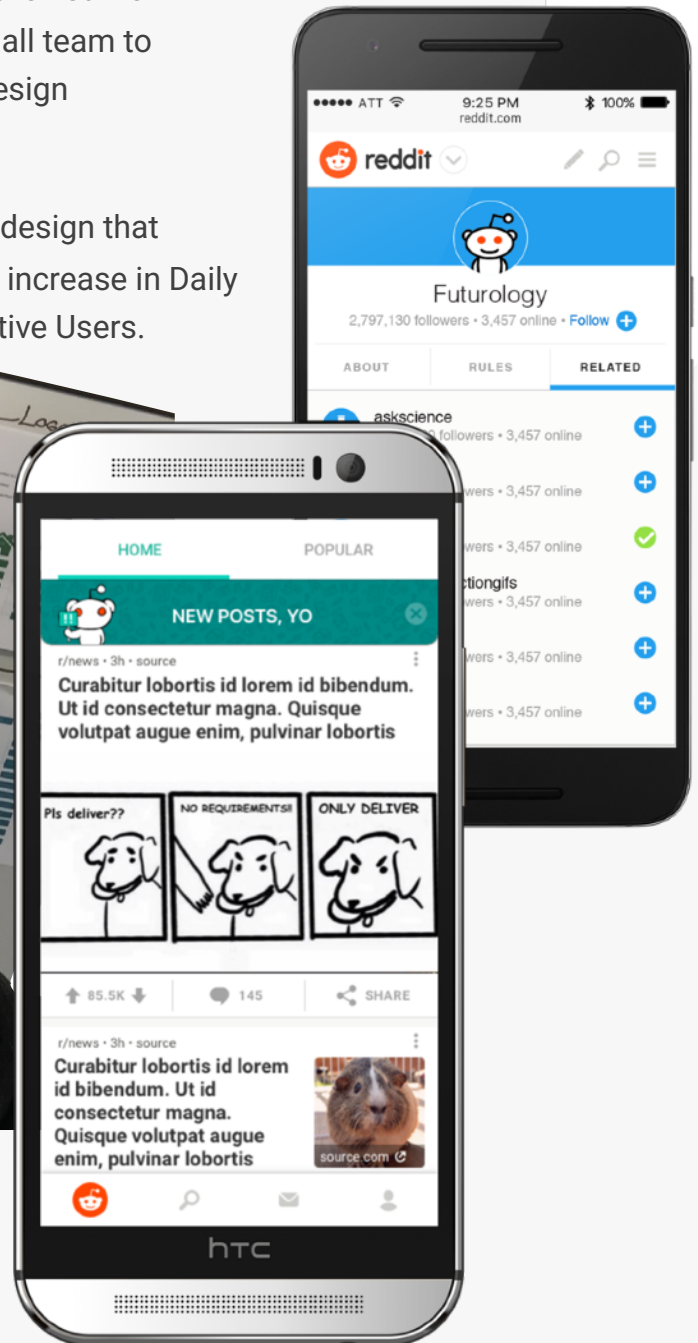
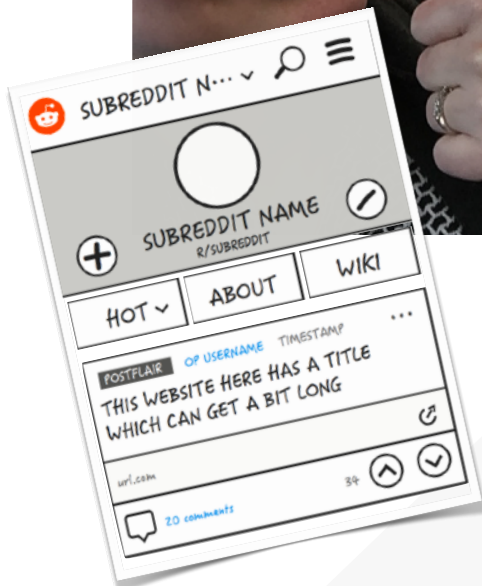
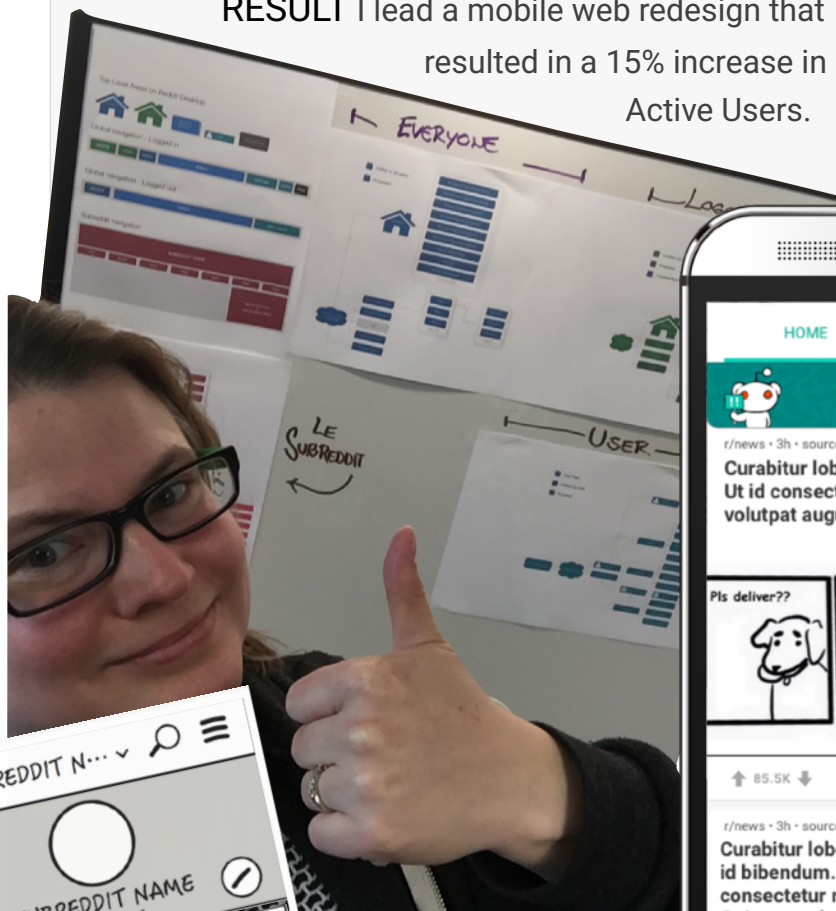


REDDIT.COM

THE GOAL Grow the Reddit Daily Active Users by providing a friendlier stickier mobile web experience.

MY ROLE Over several years, my role evolved from serving as the sole UX designer on a small team to becoming a senior member of a large design organization.

RESULT I lead a mobile web redesign that resulted in a 15% increase in Daily Active Users.



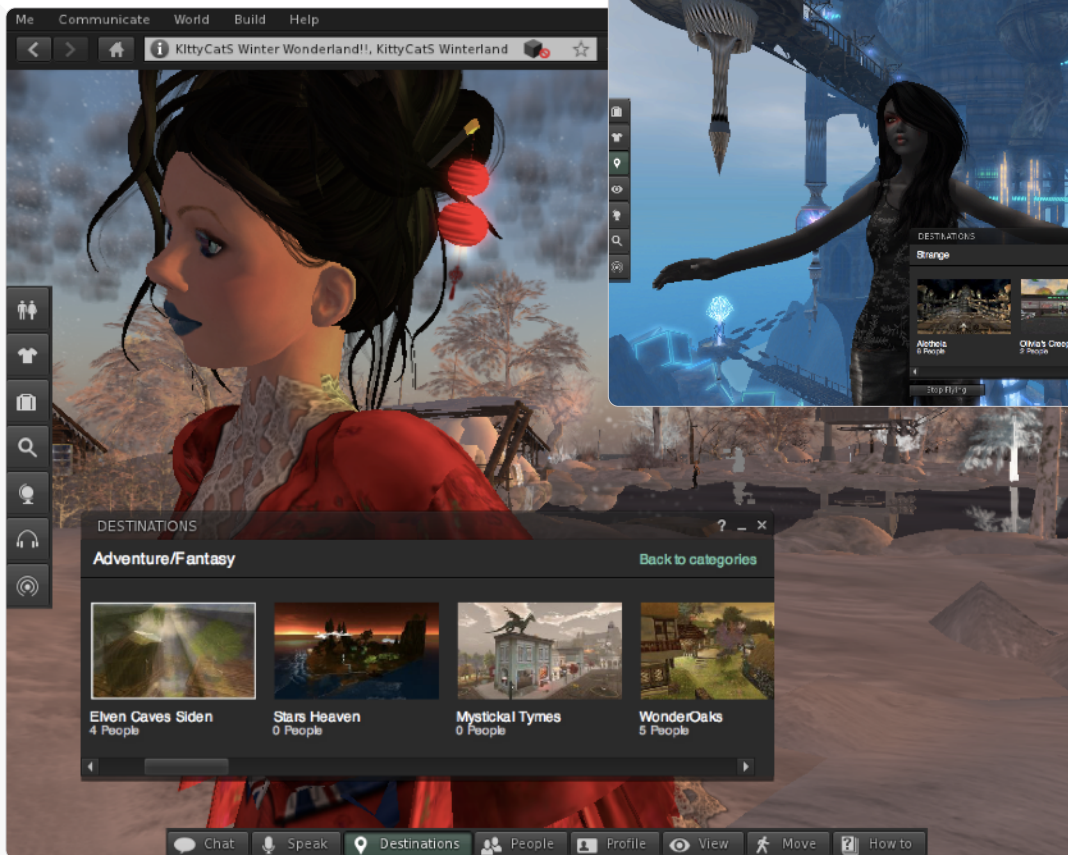
SECOND LIFE REDESIGN

MY ROLE As Senior UX designer for the 3D virtual world of Second Life, I gathered requirements, designed product specifications, contributed to visual design, guided contractors, and **lead a team** to implement the UI using the software's internal GUI language. The challenge was to design a welcoming frame for a bewildering variety of **user-generated content**. I was involved in redesigning every aspect of the software's front end.

RESULT The redesign helped Second Life reach their goal of **increasing active users by 40%** to 1 million. New user attrition dramatically decreased, and led to the **largest growth month** in nearly 4 years.

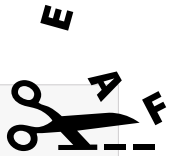


BEFORE



AFTER

INFORMATION ARCHITECTURE



REALTOR.COM

As the company's first Information Architect, I needed to forge paths across product silos in a historically divided company.

MY ROLE Working on a legacy codebase allowed me to pursue my natural talent for rooting out troubled user experiences. I used a variety of methods to push improvement, including executive demos, endless wiki pages, infiltrating JIRA, creating straw UI to drive requirements, and ominously looming near Product Managers.

RESULT During my tenure, News Corp acquired the company, citing our UX team's improvements; **UUs rose 35% in my final quarter.**

"Erica was a critical element in our successes this year – including the delivery of some of the biggest efforts."



BOSS



NAVIGATION

I redesigned navigation taxonomy, reduced the number of links, and normalized labels.



RESPONSIVE

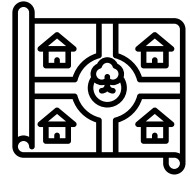
I wrote a successful internal manifesto in favor of re-coding Realtor.com as a responsive site. The site launched in early May.



CROSS-SILO

I worked at a leadership level, forging alliances to ensure cohesive user experiences.

DATA VISUALIZATION



REALTOR.COM

Understanding the demographics and feel of an area is an important part of finding a new home.

MY ROLE I was engaged to design a new set of pages for realtor.com showcasing information about geographic areas in an easy to consume way.

RESULT Though never fully implemented, the new section became one of the site's largest sources of organic traffic, and boosted SEO efforts to create embeddable content.

