ERIK FOOTE
USER EXPERIENCE | PRODUCT DESIGNER

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PROFESSIONAL EXPERIENCE

Senior UX Designer - Toyota North America   June 2022 – Oct 2023

- Spearheaded UX/UI Product Design for a systems application supporting service lane personnel, employing user-centered methodologies including user research, rapid prototyping, and iterative design.
- Delivered a high-performing product with zero critical issues post-launch, enhancing service lane efficiency by 40%, and successfully extended usability as a subscription service for non-Toyota personnel.
- Facilitated active cross-functional collaboration and alignment, ensuring design iterations were optimized through A/B testing within an Agile environment.

Senior UX Designer / Product Designer - Build Labs   May 2021 – April 2022

- **Shark/Ninja SharkClean RobotVac App:** Redesigned the SharkClean app using user-centered design to improve on-boarding, scheduling, and hardware integration, increasing user satisfaction by 50%.
- **The Pampered Resident:** Led UX design for a platform with a desktop dashboard for businesses and staff, and a mobile app for seamless luxury service booking and delivery, integrating modern technology for a streamlined experience.
- **Partnered Projects:** Designed multiple projects concurrently including the UX/UI for a SaaS app with an IoT HVAC system and an iOS smart control for a social club, optimizing user journeys and managing projects using user-centered design and prototyping.

Freelance Interdisciplinary Digital Designer - E Foote Creative   Aug 2019 – Present

- Created visually compelling digital marketing, websites, branding, video, and sound design solutions for multiple clients, ensuring alignment with brand identities and communication goals while incorporating the latest design trends and technologies.
- Provided expert visual direction and maintained brand consistency across all projects, delivering strategic and innovative outcomes that met client objectives and elevated brand aesthetics.

Senior UX Designer - Wells Fargo Bank   Oct 2012 – Aug 2019

- Pioneered UX/CX design initiatives, resulting in a 50% increase in digital engagement and a 35% rise in team member satisfaction.
- Lead UX/UI designer of the Community Support Campaign, raising over $75M in donations and mobilizing 241K volunteer hours.
- Implemented user research and A/B testing strategies that led the design of a Telly® Bronze award-winning Standing Together LGBTQ Campaign, which saw a marked improvement in brand perception and inclusivity.

Digital Visual UI Designer - Wells Fargo Bank   Oct 2010 – Oct 2012

- Developed journey maps, wireframes, prototypes, and branded UI components for campaign micro-sites and omni-channel deliverables, including websites, emails, ads, and motion graphics.
- Collaborated with cross-functional teams to create new templates for personalized video presentations, re-branding efforts, and brand style guides, supporting development through design reviews.
- Fostered a collaborative culture within a digital-focused internal agency, enhancing teamwork and efficiency.

EDUCATION

Bachelor of Arts in Graphic Design
School of Communication Arts

HIGHLIGHTS

Toyota Systems Enhancement
Led the development of a systems application for service lane personnel, focusing on UCD, A/B testing, and rapid prototyping to enhance workflows and cross-operational integration.

Shark/Ninja Mobile Enhancement
Elevated the SharkClean app using user research, UX interaction, and data analytics, enhancing on-boarding and boosting app ratings by 50%.

Philanthropic Impact & Creative Leadership
Designed Wells Fargo's community platform, driving $75M in donations, and led award-winning campaigns, including the Telly®-winning LGBTQ campaign and MLS sponsorships.

DESIGN SKILLS
End-to-End UX Design
Visual and UI Design
User Research & Analysis
Prototyping & Wireframing
User Flows & Journey Mapping
Data Visualization
Interaction Design
User Experience Design
Usability Testing
Information Architecture
Design Systems & Style Guides

SOFT SKILLS
User-Centered Design (UCD)
Agile Methodologies & Scrum
Cross-Functional Collaboration
Project Management
Stakeholder Communication

TOOLS
Figma
Adobe Creative Cloud
Miro
Zeplin
Framer
Google Analytics
HotJar