

# ERIK FOOTE

## USER EXPERIENCE | PRODUCT DESIGN

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### PROFILE

Senior UX/UI Designer with a wealth of experience in crafting intuitive and engaging user experiences for web and mobile applications, grounded in User-Centered Design principles. My background spans user experience design, senior-level art direction, marketing, collateral design, copywriting, brand design, and front-end web development, cultivated through roles in both small agencies and large enterprise environments. I am proficient in tools like Figma, Sketch, Miro, Jira, and Adobe Creative Cloud, within Agile development frameworks. Recognized for my strategic approach to UX, wireframing, rapid prototyping, and A/B testing, I consistently drive improvements in user engagement and operational efficiency.

### PROFESSIONAL SUMMARY

Senior User Experience UX/UI Designer	Toyota North America	June 2022 – October 2023
Senior User Experience UX/UI Designer / Product Designer	Build Labs	May 2021 – April 2022
Freelance Creative Consultant	E Foote Creative	August 2019 – Present
Senior UX / UI Designer	Wells Fargo Bank	October 2012 – August 2019
Digital Visual Designer	Wells Fargo Bank	October 2010 – October 2012

### PROFESSIONAL DETAILS

**Senior User Experience (UX) Designer** - Hitachi Vantara - Toyota North America  
June 2022 – October 2023

- Led the UX design for an integrated system application, adding modern functionality and UX architecture, improving operational efficiency and user satisfaction.
- Integrated multiple applications into a cohesive system for service technicians and intake personnel, collaborating with three other development teams.
- Implemented a user-centered design process with user research, rapid prototyping, iterative design, and A/B testing within an Agile environment.
- Enhanced usability, making the application available as a subscription service for non-Toyota personnel.
- Fostered cross-functional team collaboration through active participation and feedback.

**Senior User Experience (UX) Designer / Product Designer** - Build Labs  
May 2021 – April 2022

**Shark/Ninja SharkClean RobotVac App**

- Overhauled the Shark/Ninja SharkClean app, addressing poor user ratings and integrating major changes for new robot models, leading to a significant increase in user satisfaction ratings from 3.2 to 4.8.
- Conducted extensive user research, identifying key areas for improvement such as on-boarding and scheduling, and developed user personas, key insights, and competitive analysis.
- Created detailed user journeys, wireframes, and high-fidelity mockups.

#### Other Partnered Projects

- Designed and developed a premium mobile retail experience and integrated back-end dashboard from concept to launch, boosting user retention by 30%.
- Led the UX design for a SaaS product, improving user journeys and interface design, resulting in a 25% increase in operational efficiency for warehouse and HVAC management systems.
- Managed multiple projects concurrently, utilizing user-centric design principles including user research, prototyping, and collaborative techniques.

### HARD SKILLS

0 to 1 Product Design  
Sr. Level UX Design  
Visual and UI Design  
User Research and Analysis  
Rapid Prototyping & Wireframing  
User Flows & Journey Mapping  
Usability Testing  
Information Architecture  
Interaction Design  
Video and Audio Production  
Brand Strategy & Identity  
Art Direction

### SOFT SKILLS

User-Centered Design (UCD)  
Agile Methodologies  
Empathy  
Critical Thinking  
Cross-Functional Collaboration  
Feedback and Communication  
Project Management

### TOOLS

Figma / Sketch / XD  
Miro  
ProtoPie  
Adobe Creative Cloud  
Jira

### EDUCATION

**Bachelor of Arts in Graphic Design**  
School of Communication Arts

## PROFESSIONAL EXPERIENCE

### Freelance Creative Consultant - E Foote Creative

August 2019 – Present

- **Conceptualized and Designed:** Created visually compelling and strategic solutions for diverse client projects, ensuring alignment with brand identity and communication objectives.
- **Visual Direction:** Provided expert visual direction to graphic designers, photographers, and illustrators, guiding the creative process to achieve desired outcomes while maintaining consistent brand aesthetics.
- **Brand Consistency:** Oversaw the application of color, typography choices, and imagery in all design materials, reinforcing brand recognition.
- **Innovation and Trends:** Stayed up-to-date with design trends, emerging technologies, and industry best practices, infusing innovative ideas into projects to achieve cutting-edge visual solutions.

### Senior UX / UI Designer - Wells Fargo Bank

October 2012 – August 2019

- Pioneered UX/CX design initiatives, resulting in a 50% increase in digital engagement and a 35% rise in team member satisfaction.
- Played a key role in the UX/UI design of the Community Support Campaign, raising over \$75M in donations and mobilizing 241K volunteer hours.
- Implemented user research and A/B testing strategies, enhancing brand perception and inclusivity, notably in the award-winning Standing Together LGBTQ Campaign.

### Digital Visual Designer - Wells Fargo Bank

October 2010 – October 2012

- Developed journey maps, user flows, wire-frames, prototypes, and branded UI design system components for campaign micro-sites.
- Worked closely with ACDs, account managers, content writers, and developers to design for omni-channel campaign deliverables such as websites, email communications, digital advertising, and motion graphics.
- Led the re-branding and creation of new templates for personalized, in-demand video presentations.
- Produced brand style guides and supported development team in hand-offs and design reviews.
- Helped foster a culture of collaboration and community by bringing forward ideas to effectively work together in a digital-focused, internal agency.

## HIGHLIGHTS

### Toyota System Enhancement

Spearheaded the development of an innovative systems application for service lane personnel and technicians, focusing on User-Centered Design (UCD), A/B testing, and rapid prototyping. Enhanced workflows and productivity, achieving seamless cross-operational integration.

### Shark/Ninja Mobile Enhancement

Collaborated with Shark/Ninja to elevate the SharkClean mobile app. Utilized user research and data analytics to refine user journeys, successfully integrating new features. Enhanced the on-boarding process and improved task flows, which drove the app's rating from 3.2 to 4.8.

### Philanthropic Impact through Design at Wells Fargo

Engineered the UX/UI of Wells Fargo's community platform, catalyzing over \$75M in charitable contributions and facilitating a quarter-million hours of volunteer commitment.

### Award-Winning Creative Direction

Led multiple celebrated projects, including the Telly® Award-winning Standing Together LGBTQ Campaign, MLS Soccer LED arena sponsorships, and Wells Fargo's CollegeSTEPS and PGA portals.