

Erik Stern

UX/UI Designer | Brand, Product, Marketing, Front-End Dev

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Experienced UX/UI designer and developer leading small startups to large publicly traded companies. Data driven design leader with a strong history of building complex websites to help companies grow more than 30% YoY and improve customer bases to over 11,000. A business centered designer that can digest business and user needs into engaging and accessible design outcomes using responsive solutions.

WORK EXPERIENCE

Principal User Experience Designer, Rapid7

Lead brand designer working on the in-house creative team focused on producing digital design efforts across marketing and other company wide projects.

Oct 2015 - Dec 2023 • 8 yrs 3 mos

Boston, MA & Remote

- Redesigned 10+ global company websites and supportive sites with a focus on solving customer and user needs, resulting in increased trials in website engagement.
- Identified key pain points through user research and implemented data-driven design solutions based on user testing, session recordings and heat map analysis to make thoughtful improvements to help drive revenue growth to over \$777M.
- Revamped landing pages, email templates, and event booth designs, aligning with current branding guidelines.
- Co-owned the rebranding of marketing design systems with complete design refreshes that brought updates to all digital and print collateral company wide.
- Operated seamlessly with the development team to implement designs using modern design techniques and practices to enhance user experiences.

Principal UX Designer/Developer, Logentries (Acquired by Rapid7)

Lead marketing designer and developer for all digital design efforts across marketing and company wide projects. Designed product UI applications until we expand design teams in product and marketing.

Feb 2014 - Oct 2015 • 1 yr 9 mos

Boston, MA

- Grew website and marketing revenue to build momentum for the acquisition of Logentires by Rapid7 in 2015 for \$68 million.
- Expanded the design and development of responsive UI/UX for company websites and SaaS applications scaling to over 35K users processing over 100B+ log events a day.
- Collaborated with cross-functional teams to conceptualize and execute innovative marketing projects to increase trials and brand awareness.
- Designed and developed from complete designs for over 5 marketing and company websites using Wordpress; landing pages and email templates built within Hubspot and other digital properties.
- Managed a creative team of 2 designers and 1 developer and organized design efforts across the company working closely with management peers and leadership.

Senior UX Visual Designer, Monster

Senior Visual Designer on the UX product team partnering with other UX team members, development, and product owners to build out both job search and employer hiring design experiences.

Apr 2011 - Feb 2014 • 2 yrs 11 mos

Cambridge, MA

- Core UX designer who built innovative design solutions with teams worldwide for 40+ global websites.
- Restructured customer email layouts with a focus on responsive design techniques to improve mobile and tablet user experiences and engagements.
- Mobile designer for m.monster.com and native applications for iOS and Android.
- Simplified design outputs by operating on a cross-functional agile Scrum team to accelerate project delivery and deployment of code every 2 weeks vs every few months.

Senior Interactive Designer, JAZD Markets

Lead designer focused on supporting all marketing, product, and company wide design efforts. Partnered closely with leadership and development to roadmap projects and execute on company OKRs and goals.

Oct 2010 - Apr 2011 • 7 mos

Andover, MA

- Primary designer and front-end developer for a MaaS (Marketing as a Service) directory service platform bringing a digital disruption solution to a previous non-digital white pages based market.
- Created innovative interface solutions for directory listing customers to clearly understand the performance of listings with visual dashboards featuring direct funnel ROI conversion from a single view.
- Produced informative email templates and other marketing strategies to build well informed clients and gain expanded memberships.

Senior UI Designer, NameMedia

Senior designer working within a nimble design/development team that supported all company initiatives to bring projects to life through thoughtful and user centric design solutions.

Sep 2005 - Oct 2010 • 5 yrs 2 mos

Waltham, MA

- Primary designer for the domain name division of the company which managed hundreds of thousands of unique domain names. Designed UIs for users to build custom website pages for portfolios of domain names to earn passive revenue.
- Built UI design efforts for 10+ high-profile enthusiast sites including Photo.net, Geek.com, and Photography.com partnering with development teams.
- Collaborated with product and marketing managers to enhance user experience and corporate branding; resulting in an increase in user engagement, revenue, and user base.
- Maintained the design of all digital based marketing, company trade show collateral, and event booth printed design items.

EDUCATION

Keene State College

BA, Art, Graphic Design

SKILLS & TOOLS

Design: UI Design, UX Design, Brand Design, Web Design, Usability, Accessibility, Wireframing, Design Systems, User Flows, Typography, Grid Systems

Software: Figma, Adobe Creative Cloud, Sublime Text Edit, Google Workspace, Fusion 360

Development: HTML, CSS/SCSS, JS, Responsive, Wordpress, PHP, MySQL, GitHub, SEO, CSS Frameworks

Other Tools: Episerver CMS, Marketo, Goldcast, Canva, Bynder DAM, Jira, Asana, Litmus, Browser Stack, Hubspot, Miro, Google Analytics