|  |  |
| --- | --- |
| ERIC WEISLER | [www.weisler.org](http://www.weisler.org) | eric@weisler.org New York City (845) 548-2675  |

Highly effective web hybrid. Conduit between pure design and pure development. UX design flows, personas and prototypes. Hand coded (HTML/CSS/JavaScript/jQuery) interactive prototypes, wired to real data to demonstrate a lean working version of UX/UI ideations, ready for user testing. Clean sense of design aesthetics, and a natural propensity towards simplification over complication. Creative thinker and problem solver. Agile, Lean UX, UX design, data analysis, Figma, Sketch, InVision, Miro, Adobe CS, Axure, HTML, CSS, JavaScript, jQuery, Bootstrap, Flex, MS Office**,** GIT.

EXPERIENCE

**Genentech (Roche) – Sr UX Designer,** 2/2022 – 6/2023, *South San Francisco, CA*

Lead member of a 100% remote UX team spanning several time zones from US PST to Central Europe to India. Created and refined ideations to search, display and visualize data harvested from print assets using Figma. Managed complex search criteria needed to refine results. Established a comparison tool created to analyze multiple results side by side. Visualizations of data projections used for quick rapid interpretation of theoretical scenarios. Maintained Figma library.

**USAA – UX Designer,** 10/2021 – 1/2022, *San Antonio, TX*

Member of a 100% remote team. Refined the UX flow of a complex application for reporting risk and compliance issues. Renderings in Sketch. Multiple personas and variations represented using Sketch. Efforts coordinated with business stakeholders, legal team and employing user workshops.

**UNITED NATIONS – Sr UX Designer / Prototyper,** 1/2021 – 10/2021, *New York, NY*

Lead member of a 100% remote team. Modernize the UX and UI of a complex application that assigns meeting locations and support services for an international community. Create prototypes and visualizations using Figma to represent product enhancements. Survey and interview users for feedback to produce more targeted solutions. Collaborate with developers and business stakeholders throughout to understand technical limitations and share final specifications.

**COLLEGE BOARD – Sr UX Designer / Prototyper,** 3/2020 – 2/2021, *New York, NY*

Integral member of 100% remote multi-disciplinary team charged with creating a minimum viable product of a modern college search interface with an aggressive timeline. Brainstormed UX and UI visualizations to represent product requirements. Rapidly coded HTML, CSS, SCSS, JavaScript, jQuery prototypes to facilitate early user testing. Analyzed user feedback to produce lean and more relevant solutions to retest. Collaborated with developers throughout to understand technical limitations and share final specifications for production build. Product successfully launched on time. Built a calculator to predict likely SAT score range, based on previous PSAT and SAT attempts.

**CUSHMAN & WAKEFIELD – UI/UX Designer,** 10/2019 – 12/2019, *New York, NY*

Only three months allotted to convert an antiquated and awkward user interface into a modern, intuitive tool for comparing similar commercial properties to determine valuation. Gathered requirements, UX design, wireframing, HTML, SCSS, Angular 8 prototyping. Tested with power users for acceptance. Lean UX used to rapidly produce a clickable prototype of a mechanism that would dramatically increase field agent productivity.

**TATA CONSULTANCY SERVICES (TCS) – Technical Architect,** 2/2017 – 10/2019, *Edison, NJ*

(Projects at: Fox News, Estee Lauder, Western Union, and PSEG)

**FOX NEWS – Realtime UX Designer (via TCS),** 5/2019 – 8/2019, *New York, NY*

Interviewed Fox Business News producers to get into their heads and understand their workflow. Wireframed multiple versions of interfaces to capture financial data to be displayed on the lower third of the screen during broadcasts, on the fly. Rapidly coded clickable prototypes as proofs of concept.

**ESTEE LAUDER – Sr UX Designer (via TCS),** 4/2019 – 5/2019, *Melville, NY*

Shadowed chemists and cosmetics fabricators in the laboratory to understand their unique needs and work styles. Redesigned outdated application flows into an intuitive interface for building and storing cosmetics formulas. Hand coded HTML, CSS, JavaScript prototypes for users to test.

**WESTERN UNION – UI/UX Lead (via TCS),** 10/2018 – 4/2019, *Montvale, NJ*

Managed rapidly changing financial regulations and hand coded HTML, CSS, XSLT revisions for transaction receipt system. Collaborated with stakeholders to refine UX. QA for design consistency. Managed overnight work with offshore team.

**PSEG – UI/UX Lead (via TCS),** 2/2017 – 8/2018, *Newark, NJ*

Hand coded responsive HTML5, SASS and jQuery for integration into Sitecore components for four websites. Created clickable wireframes and workflows for content presentation. Collaborated with stakeholders to refine UX. UAT QA for design consistency on desktop, tablet and mobile. Managed and assessed revisions with offshore team.

**MEDICAL KNOWLEDGE GROUP - Front End Developer,** 9/2016 – 1/2017, *New York, NY*

Produced responsive emails for pharmaceutical marketing campaigns using SASS, Foundation for Emails. Tested for anomalies using Litmus to ensure consistent presentation across multiple email clients. Refactored markup and CSS for legacy applications. Agile/Scrum development.

**KNIGHT CAPITAL GROUP (KCG) - Sr UI/UX Designer,** 6/2015 – 8/2016, *Jersey City, NJ*

A true success story! Two companies merged into one, with eight disparate productivity applications requiring a common look and feel and enhanced usability. Performed every job function from business analyst to designer to developer.Reinvented the user experience for KCG’s full suite of productivity and recording software, achieving unanimous adoption from multiple stakeholders.

**CITIGROUP - Sr UI/UX Developer,** 7/2012 - 6/2015, *Jersey City, NJ*

Dynamic environment, building modern tool set to attract clients for private equity division. Gathered business requirements from stakeholders. Designed wireframes and workflows. Prototyped clickable proofs of concept for quick feedback utilizing Lean UX methodology. Coded HTML5, CSS3, JavaScript, jQuery, Highcharts to be integrated with the backend. Agile/scrum development.

**TD AMERITRADE - Sr UI/UX Prototype Developer,** 8/2011 - 6/2012, *Jersey City, NJ*

Large scale initiative to completely redesign TD’s consumer trading website. Developed prototypes using HTML5, CSS3, LESS, jQuery as proofs of concept for usability testing. Participated in usability testing to quickly revise prototypes to reflect and leverage user feedback. Intensive development using responsive design for mobile to make it “touch friendly”, without having to revise legacy HTML.

**STANDARD & POOR’S - UI Developer,** 12/2010 – 8/2011, *New York, NY*

Styled mobile app built with HTML5, CSS3, jQuery, SASS. Sole front-end resource to code HTML and CSS for multiple financial sites built with ExtJS components. Served on a usability task force to develop common web solutions and standards. Managed off shore resources.

**RAKUTEN (LINKHARE CORP) - Front-end Web Developer,** 7/2010 – 12/2010, *New York, NY*

Led front-end coding, supporting multiple PHP developers and product development. Agile/scrum methodologies. Established CSS/HTML standards, leveraging OOCSS. Created library of reusable code solutions. Developed XHTML / OOCSS on top of Symfony / PHP backend environment.

**HERTZ RENT A CAR - UI Developer,** 2/2010 – 6/2010, *Park Ridge, NJ*

Developed semantic markup, CSS, JSP, jQuery to support rental checkout process. Coordinated and validated offshore development. Implemented Omniture custom link tracking. Developed JSPs on top of STRUTS utilizing RAD development environment.

**WEBMD – Front-end Web Developer,** 10/2008 – 1/2010, *New York, NY*

Built interface for co-branded UK drug site, [drugs.webmd.boots.com/drugs/](http://drugs.webmd.boots.com/drugs/). Redesigned [www.webmd.com/search/](http://www.webmd.com/search/). Applied new look and feel to co-brand sites. Created templates for new social networking site from PSDs, [exchanges.webmd.com](http://exchanges.webmd.com). Implemented elements of section 508 compliance. Developed responsive UI for mobile app.

EDUCATION

**THE STATE UNIVERSITY OF NEW YORK AT ALBANY,** *Albany, New York, B.A. – Business, Communications*

**ADELPHI UNIVERSITY,** *Garden City, New York, Coursework work toward M.B.A.*

**NEW YORK MEDICAL COLLEGE,** *Valhalla, New York, Coursework work toward M.P.H., Health Informatics*

References (<https://www.linkedin.com/in/eweisler/>)

Eric and I have worked together in Genentech on project that we took from an early proof of concept to a successful product release. I found Eric a highly skilled UI/UX designer and dedicated focused professional. Eric has been one of the key members of our cross-functional team. As UI/UX expert he has been essential go-to person to convey users’ needs to technical team focusing on the user experience, and to present number of concepts to leadership and subject matter experts. He is integral member between product management and technical team. He helps finding best technical solutions that address user needs, while not compromising user experience. Eric is always generous with his time and knowledge, assuring timely delivery of product. Overall, great person to work with. I am delighted to recommend Eric! – Zoya Volynskaya, Product Owner at Genentech (2022 -2023)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I had the pleasure of working with Eric during a global project to completely re-design and modernize the user interface of an enterprise application to manage conference services at the United Nations. The project involved stakeholders in five continents and staff around multiple duty stations with different points of view. Eric was able to engage with a diverse audience and reduce the gap between business and our in-house development team to provide a pragmatic and viable solution. He is a problem solver and clearly thinks out-side the box which makes him a great asset. – Rodrigo Larranga, Project Manager at United Nations (2021)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Eric joined our team as a prototyper who could span the gap between design and development, and was highly recommended by the senior developers who interviewed him. Since then he has shown himself to be skilled and extremely versatile, quickly delivering options when presented with a problem to solve. He took the initiative to upskill and learn enough React, a complex js framework, to better work with our developers and design library, and has jumped in to help on random projects that have come up, always willing to be a part of the solution. Eric has shown himself to be flexible, as changing priorities and ways of working have required a lot of pivoting over recent months, and creative in dealing with complicated challenges. I appreciate how hardworking he is, always delivering work quickly and often sooner than expected, I'm grateful have his talent on some of the most important product development projects this year. – Mari Kent, Director Innovation & Ideas Lab at College Board (2020 -2021)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I had the pleasure of working with Eric during a global project to completely re-design and modernize the user interface of an enterprise application to manage conference services at the United Nations. The project involved stakeholders in five continents and staff around multiple duty stations with different points of view. Eric was able to engage with a diverse audience and reduce the gap between business and our in-house development team to provide a pragmatic and viable solution. He is a problem solver and clearly thinks out-side the box which makes him a great asset. – Kelly Spiers, UX Designer at Lifescan (2019)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I had the pleasure of working with Eric to facilitate the creation of many complex responsive web sites at PSE&G. Eric was brought on board to code HTML5, CSS3 and JavaScript in coordination with off-site resources in India. Eric quickly ramped up on the technical environment, worked effectively on handoffs with off-shore, and demonstrated strong interpersonal skills with the PSE&G stakeholders. Although Eric joined the team primarily for a technical role, it became immediately apparent that he had a depth of competency with creative skills like Photoshop, wire-framing, and UX Design to redesign complex interactions. As gaps in deliverables by the graphic design consultants arose, Eric stepped in seamlessly to keep the project on track. I would gladly work with Eric again and recommend him as a strong resource. – John Wisniewski, Project Manager at TATA Consultancy (2017 – 2019)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We brought Eric in to refresh a number of internal and client facing web applications. Eric very quickly assimilated himself into our firm, and diligently worked to align our goals with objectives from other areas of the firm. We very quickly had multiple designs to choose from and agreed on a path forward, and Eric very diligently worked alongside our teams to implement the redesign. After completing the initial scope of the project, we expanded it to include multiple other applications. Eric was a great resource for us. – Bill Wiley, COO at Knight Capital Group (2015 – 2016)