

ERIC CARR

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PROFESSIONAL EXPERIENCE

COGNIZANT

Manager, Lead User Experience Designer

Remote
2021-Present

- Led and mentored a diverse design team of up to 6 designers, fostering collaboration that resulted in the successful launch of three high-impact projects within strict deadlines and improved user satisfaction metrics
- Implemented design thinking methodologies to systematically resolve usability and compliance challenges, drawing on comprehensive research, user testimonials, and quality assurance metrics throughout a pivotal 3-year engagement with PwC Digital
- Cut down on average task completion time by 57% for the Profit Seeker platform through strategic improvements to chart designs and personalized content curation based on user feedback
- Enhanced efficiency by 72% for Risk Link, a Process risk and controls (PRC) tool, through optimized user flows and incorporation of Generative AI
- Produced high-fidelity mock-ups using advanced features of Figma resulting in rapid visualization of complex ideas for team reviews; achieved a consistent approval rate within one week instead of the typical month-long timeframe
- Engaged directly with top-tier clients from Fortune 500 organizations, customizing SaaS application features to meet unique business requirements and adhere strictly to established brand guidelines for optimal user satisfaction

RYDER

Manager, Senior User Experience Designer

Miami, FL
2015-2021

- Managed simultaneous project workflows while overseeing the performance of a talented design team comprising four professionals; enhanced overall production efficiency by implementing streamlined processes tailored to each project's needs
- Created high-impact lead-generating landing pages, resulting in a surge of qualified leads—over 5,000 new prospects within the first quarter after launch—and establishing measurable marketing benchmarks for future projects
- Augmented the volume of incoming leads from marketing campaigns by 89% over a span of less than 12 months after implementing data-driven strategies to refine messaging and optimize channel performance
- Boosted organic search visibility through targeted content strategies, expanding lead-generating traffic on the company website by 40% and establishing significant pathway for influencing an estimated \$53 million in future sales
- Revamped and standardized campaign landing pages along with email templates, achieving a remarkable 99% reduction in production turnaround time while enhancing visual consistency across all marketing channels

MARCA

Product Designer

Miami, FL
2013-2015

- Maximized lead generation for NCL email campaigns, achieving a significant 42% increase over the span of one year by applying targeted UX design principles to optimize user engagement and conversion pathways
- Streamlined UX processes by designing reusable UI components and establishing a cohesive design system during the redesign of Net10's responsive website; reduced development time on subsequent projects by 25%
- Advanced professionally in under one year transitioning roles thanks largely attributed towards developing comprehensive UI components recognized internally—producing tangible improvements seen through increased stakeholder approval ratings post-design revisions

EDUCATION

MIAMI AD SCHOOL

Art Direction

Miami, FL

- Awarded Top Dog Prize for Best Campaign of the Quarter

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

Graphic Design

Charlotte, NC

ADDITIONAL INFORMATION

- Skills: Team leadership, Creative concept development, Digital marketing, Interaction design, Rapid prototyping, Responsive web design, Design system creation and management, UI component design, Usability testing, User flows, User research, Wireframing & mock-ups, Agile product development, Front-end web development
- Software: Figma, Sketch, InVision, Adobe XD, Jira, Miro, Pendo, Photoshop, Illustrator, Dreamweaver, InDesign
- Certifications: Google UX Design Certificate (2021)
- Preferred method of communication: Email ericmcarr@pm.me