ERIC LO

PRODUCT DESIGNER
San Francisco, CA

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www.ericlo.net

TOOLS

Figma
Sketch
Photoshop
Illustrator
InDesign
After Effects

Miro
Axure
Marvel
Flinto
Zeplin

UserTesting.com
Google Analytics
Looker
Amplitude
FullStory
HTML
CSS
UNIX

SKILLS

User research
Personas
Task flows
Sitemaps
Wireframes
Prototypes
User testing
UX writing
Copywriting
Accessibility

Visual design
Design systems
Creative direction
iOS, Android design
UI animation

Cantonese
Japanese

EXPERIENCE

Trusted Health—Senior Product Designer   SF, CA (FEB 2020 - PRESENT)

- Served as lead designer on a suite of responsive web and mobile tools that enable 200,000+ nurses to browse jobs, submit applications, and track working hours.
- Completely redesigned native mobile app to incorporate new company branding (logo, typefaces, colors, imagery) on every existing screen as well as future product features.
- Led the redesign of the nurse onboarding experience, enabling working nurses to complete their pre-employment tasks faster, more accurately, and with less guidance, all while saving 50% on internal costs.
- Revamped the nurse timekeeping experience to reduce errors by 20%, enabling more accurate accounting and faster revenue collection.
- Designed and launched a suite of career tools that allow recent nursing graduates to explore salary information, manage certifications, and research hospitals around the country.
- Conducted moderated and unmoderated user testing to determine the usability of various product features, including a brand new nurse profile on the native mobile app.

Honor Home Care—Product Designer   SF, CA (NOV 2018 - JAN 2020)

- Designed experiences for web and mobile at a non-medical home care company connecting elderly clients with professional caregivers.
- Led the design of custom tools for an internal web platform to create payment plans, contact clients, and assign shifts.
- Designed features for user-facing caregiver mobile app to accept shifts, communicate with clients, and perform job functions during shifts.

Oracle (CrowdTwist)—UI/UX Designer   NY, NY (SEP 2013 - AUG 2018)

- Sole designer on an agile team of 12 developers building a white-label SaaS loyalty platform serving 15 million users across web and mobile.
- Led user research, prototyping, visual design, design systems, and creative direction for all product features for both B2B and B2C products.
- Created custom, branded loyalty programs for clients like Pepsi, AMC Networks, Marvel, VIZIO, and more.

EDUCATION

Academy of Art University—MFA, Web Design & New Media   SF, CA

- Won award for best graduate thesis at annual Spring Show.

UC Santa Cruz—BFA, Language Studies   SANTA CRUZ, CA

- JASSO scholarship award for study abroad at International Christian University in Tokyo, Japan.