

ERIC LO

PRODUCT DESIGNER

415 810 2010
ericlo@ericlo.net
www.ericlo.net

TOOLS

Photoshop
Illustrator
InDesign
After Effects
Sketch
Axure
Flinto
Invision
Google Analytics
UNIX

SKILLS

User research
Personas
User flows
Sitemaps
Sketches
Wireframes
Prototypes
User testing
Copywriting

Visual design
Creative direction
Mobile app design
UI animation

HTML/CSS
Cantonese (FLUENT)
Japanese (INTERMEDIATE)

EXPERIENCE

CrowdTwist NEW YORK, NY

UX/UI Designer 2013 - Present

- Worked as the sole designer on a team of 12 developers, a product manager, and a project manager in an agile setting to design and develop B2B and B2C loyalty software for desktop and mobile.
- Led the design and creation of loyalty software that powers rewards programs for clients like Marvel, VIZIO, and TOMS with more than 15 million users worldwide.
- Provided creative direction, UX design, and UI design for custom-built rewards programs for AMC's The Walking Dead and Pepsi.
- Led the design of every product from start to finish: conducting user research, creating UX artifacts (sketches, wireframes, task flows, sitemaps), providing creative direction, producing high-fidelity mockups and prototypes, testing and refining post-launch.
- Created and maintained style guides for all products, including a custom client-facing CMS and software for rewards program members.
- Designed a custom loyalty app for iOS that provides a full-fledged rewards program experience, allowing users to register, earn points, and redeem rewards.

MojoTech NEW YORK, NY

Designer 2013

- Provided UX/UI design direction, sketches, wireframes, and pixel-perfect visual designs for a variety of desktop and mobile apps.
- Designed marketing pages, business cards, promotional decks, and letterhead for company branding.

Bite Communications SAN FRANCISCO, CA

UX Designer 2012

- Designed information architecture, user personas, user flows, and wireframes for redesign of an architectural firm website.
- Advised clients on UX strategy and collaborated with visual designers, copywriters, and other stakeholders throughout redesign process.

Microsoft/Tellme Networks MOUNTAIN VIEW, CA

Continual Refinement Analyst / Design Intern 2009 – 2011

- Produced graphics, branding, and signage for company events and internal communication.
- Created illustrations, wireframes, visual designs, and graphics for client-facing websites, mobile apps, and proof-of-concept presentations.

EDUCATION

Master of Fine Arts 2009 – 2012

Academy of Art University SAN FRANCISCO, CA

Web Design & New Media

- FoodCarts iOS app won award for Best Graduate Thesis in 2012.

Bachelor of Fine Arts 2002 – 2006

UC Santa Cruz SANTA CRUZ, CA / **International Christian University** TOKYO, JAPAN

Language Studies