ERIKA SHEA UX Design / Testing & Project Management

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Professional Skills

Leading A Team | Multitasking | Meeting Deadlines | Communicating Ideas | Taking Initiative

Technical Skills

Figma Prototyping | UX Research | SEO | HTML & CSS | Information Architecture | Wireframing

EXPERIENCE

UX / UI Developer at Wilson Sporting Goods

2020 - Present

- Conceptualized user interface designs for comprehensive data sets
- Led agile teams in development through to QA testing
- Conducted A/B testing and remote user testing
- Managed AI-Based personalization for ecommerce
- Created a web component library

Product Designer at Barchart

2013 - 2019

- Created mobile-first mockups for website and supplementary apps
- Coordinated product releases, delegated tasks, produced detailed specs, and performed QA
- Leveraged analytics and remote user testing to improve trial rates of our premium subscriptions by +13% in one month
- Collaborated with the sales and marketing teams to drive user engagement into high-selling products
- Designed and programmed marketing microsites

Graduate Assistant at Kent State University

2012 - 2013

- Conducted usability testing with Tobii eye-tracking software on various campus projects
- Moderated group interviews for user research
- Presented research findings
- Entered and analyzed research data using Qualtrics

EDUCATION

MS, UX DESIGN

Kent State University

BA, MEDIA PRODUCTION: NEW MEDIA

Hastings College