ERIC TOMLINSON

Product Designer (UX/UI) & Creative

CONTACT

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PROFILE

I am a multidisciplinary designer with a passion for creating world-class web and mobile products. With over 15 years of experience in design and leadership, I have a proven track record for creating and optimizing delightful user experiences and engagements.

AREAS OF EXPERTISE

UI/UX/IA design, design strategy and leadership, graphic design, concepting, wireframing and mapping, prototyping, user research and testing, written and verbal communication

AWARDS & RECOGNITION

Awarded participation in the 2016 NYC Startup Bootcamp FinTech accelerator, 3 American Business Awards, OMMA Member's Choice Award for Website Excellence, Zenith Optimedia ROI Award, Pepperpot Public Relations Award, 2 Webby Awards

EXPERIENCE

PayPal Global fintech company - *paypal.com*

LEAD PRODUCT DESIGNER   2016-present
- Team lead for 10+ designers for the core consumer experiences
- Successfully designed and launched high priority new products for early wage access, debit cards, and using PayPal anywhere online
- Led the design effort for parity between mobile/web in the core consumer product
- Improved design for global web navigation and notifications, resulting in a significant increase in traffic
- Optimized features in the transaction activity app that increased overall engagement and a decrease in call volume
- Initiated the redesign of the framework and IA for the consumer app settings
- Led the design effort for implementation of GDPR requirements

Appleton Talent (now Spur) Series B startup for HR and management software for k12 public schools - *appletontalent.com*

LEAD PRODUCT DESIGNER   2014-2016
- Led the UX/UI strategy and the design of the core product, which led to an increase of user engagement of over 30% and making it the company's primary generator of revenue
- Redesigned Appleton's brand guidelines and UI design library

Visualize Wealth Seed stage fintech startup - *visualizewealth.com*

CO-FOUNDER: PRINCIPAL DESIGNER   2014-2016
- Created unique data visualizations and an asset allocation analytics dashboard for wealth managers
- Orchestrated the start-up product design process through initial concept, business modeling, and into UI/UX
- Pitched design strategies to investors to help secure funding and participation in a fintech accelerator

K Street Partners Digital brand and product agency - *kstreet.co*

DESIGNER DIRECTOR   2013-2015
- Oversaw the concepting, design pitch strategies, and design execution for Salesforce, Capital One, United Water, IGT, Gexa Energy, Bancorp, and DalTile/Mohawk
- Designed the UX/UI for a card application campaign for Experian/AMEX/BBVA/NBA that resulted in a ~20% increase in conversion compared to the previous strategy
- Led website redesign for Gexa Energy that increased enrollments by 176%

Moxie Digital brand experience agency - *moxieusa.com*

ASSOCIATE DESIGN DIRECTOR   2011-2013
- Directed the client pitch, UX/UI, advertising campaigns, and visual designs for NYC accounts
- Managed the design and video animation for the first YouTube livestream footage of Maybelline at NYC fashion week
- Created the UI/UX designs for the successful initial launch of the BBC America website