ERIC
ROODENBURG

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As a seasoned senior product designer, I have two decades of creating user experiences that don't just work—they wow! I geek out over intuitive designs and sleek interfaces that make users happy (and businesses thrive). Whether I'm sketching ideas, pixel-perfecting visuals, or brainstorming with cross-functional teams, I bring a mix of creativity, strategy, and good vibes to the table. With a sharp eye for detail and a knack for turning complex problems into simple, elegant solutions, I've built a career on making tech feel a little more human. I enjoy leading teams, fostering inclusion, mentoring designers, and turning ideas into beautifully functional designs that truly make a difference. I'm all about streamlining processes, sparking collaboration, and delivering results that everyone can feel proud of!

Experience

UX Manager *at Topcoder (Sept 2023 - Oct 2024)*   Remote

- Managed a team of designers and took charge of the User Experience initiative while the company revamped its flagship product. I successfully guided the UX through various business pivots as the company transformed, resulting in a user-centered experience that benefited both the business and its users.
- Reimagined the companies entire platform on a very short timeline to reposition the company in the market and fill a void that was identified through research. Utilizing a Lean UX approach and collaborating closely with the main stakeholders we accomplished a self-service platform approach which significantly reduced the companies overhead by removing the need for employee involvement in clients launching work out to the crowdsource community.
- Built and implemented two design systems to support Topcoder's marketing presence and their flagship platform.

Associate UX Manager *at Accenture (Jan 2020 - Sept 2023)*   Remote

- Worked on diverse client projects, taking on either a solo lead role or managing small design teams (3-4 designers) to improve user experiences and boost overall platform success.
- Led a design collaboration effort with a large background check platform company to redesign their user experience for their users being verified through the system as well as their admin staff.
- Spearheaded UX initiatives to develop significant internal proof of concept projects across multiple industries that support the company's wider array of white label product offerings. Industries represented in these efforts are Healthcare, Large scale data management, and PII protection platforms.

Senior UI / UX Designer *at Fairway Technologies (2018 - 2020)*   Hybrid

- Worked with a variety of clients across multiple industries to create and improve user experiences for both new and existing platforms, ensuring alignment with business goals and increasing user engagement.
- Dedicated significant time to rethinking a system utilized statewide by students and staff within the California State/UC school system to increase student success as they plan their education journey beyond high school.
- Re-envisioned a Mortgage Point-of-Sale system to increase user satisfaction and reduce the time it takes both the borrowers and the underwriters to secure a loan for the borrower.
- Reimagined a data center management platform to increase visibility of system health and decrease downtime due to lack of visibility of hardware end of life.

Lead UI / UX Designer *at Adicio (2011 - 2018)*   On site

- Provided leadership and mentoring as the lead of the design team
- Ensured our work aligned with the company's business goals by unifying the brand identity across three product lines.
- Implemented new design processes and technologies to enhance team efficiency, product quality, and overall business success.
- Played a key role in developing new features and established processes and tools that allowed customers to brand the platform products for smooth integration into their platforms.

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UI / UX Designer *at Adicio (2006 - 2011)*   On site

- An essential contributor to projects from inception to production, utilizing a solid grasp of user-centered design principles.
- Collaborated with key stakeholders and product owners to collect requirements and align with business objectives.
- Created personas and user flows to effectively address both business and user needs.
- Developed and refined wireframes to ensure high-quality outcomes, and designed pixel-perfect comps that integrated visually and functionally with Adicio's existing platform.
- Produced the final HTML/CSS in a PHP environment and partnered with the development team to ensure the final product realized the design vision.

Global Web Producer *at Invitrogen (2004 - 2006)*   On site

- Contributed to a team responsible for designing, producing, and managing the global Invitrogen website and electronic communications.
- Enhanced the visual appeal while ensuring usability and marketing effectiveness.
- Collaborated with various business segments to effectively promote thousands of products online, all while preserving the Invitrogen voice and brand identity.

Education

San Diego State University (SDSU)
Bachelor of Arts | Graphic Design (2004)

Core Talents

- **User-Centered Design:** I deeply understand and empathize with user needs, reframing problems as design opportunities and using ideation techniques to create innovative, user-focused solutions.

- **Strategic Thinking:** I align design goals with business objectives, make data-driven decisions, and prioritize resources to keep projects on track and contribute to company success.

- **Leadership:** I lead and mentor design teams, ensuring a creative, collaborative environment and inspiring a shared vision while fostering continuous improvement.

- **Stakeholder Management:** I build trust and align visions with stakeholders, using clear communication, strategic thinking, and data-driven insights to foster productive relationships.

- **UX/UI Design Collaboration:** I collaborate seamlessly with cross-functional teams, clearly presenting design decisions and leading design critiques to encourage continuous improvement.

- **Design System Thinking:** I conceptualize reusable patterns and frameworks, balancing flexibility with structure to build scalable, cohesive design systems.

- **Storytelling and Communication:** I craft compelling narratives around design concepts, visualizing ideas and articulating the rationale behind design decisions to engage diverse audiences.

- **Adaptability and Growth:** I stay updated with industry trends, adapt to shifting priorities, and manage multiple projects effectively while maintaining high-quality work.

Skills

- Figma, Sketch, Adobe CS,
- Design systems
- User journeys, Personas, User flows, wireframes, prototypes, mockups
- Iterative design and rapid prototyping
- Responsive web and mobile design
- User research
- User Interface Design (UI)
- Balancing user needs with business goals / technical feasibility
- Information Architecture
- Interaction Design
- Solving complex challenges
- Accessibility, Embracing ambiguity
- Evolving design, Collaboration
- Feature prioritization
- HTML, CSS
- Agile / Scrum Methodologies
- Thinking ahead
- Problem-solving and Analytical Thinking
- Usability

References upon request. Also see recommendations on LinkedIn profile.