Eric Korman
Digital Product Designer

San Francisco Bay Area, CA
eric.nicholas.korman@gmail.com
linkedin.com/eric-nicholas-korman
erickorman.com

Summary

UX/UI designer with 5+ years of experience, recognized for inspirational digital solutions. Adept at turning complex challenges into user-friendly experiences that are intuitive, engaging and aesthetically pleasing. Bringing designs to life through a research-informed and human-centered approach. Skilled in applying empathy to understand users, connecting with the needs, desires and pain points of target audiences.

Experience

EK Design

Freelance UX Consultant   San Francisco, CA │ Sep 2020 - present

- Providing end-to-end UX/UI solutions to startups and individual clients across the AI, e-commerce, SaaS, healthtech, and fintech sectors.
- Optimizing the layout, information architecture, visual design, discoverability and accessibility of apps and websites - strengthening retention, increasing conversions, and building long-term user trust.
- Creating user flows, journey maps, wireframes and prototypes for new features, driving forward the continued development of digital products.
- Effectively translating business goals into design strategies by conducing thorough market and user research, thereby balancing company and user needs.
- Applying human-centered design and cognitive psychology principles to make more informed design decisions.

Think Round Inc

Founding UX Designer   San Francisco, CA │ May 2023 - present

- Designed a series of new webpages for the company site that function as a 2D art gallery, effectively organizing hundreds of original artworks into a structure that is both engaging and intuitive based on data gathered from iterative user testing.
- Designed user interface elements for a 3D art gallery built in the Unity game engine, which include an interactive map, navigational menus, initial user onboarding, and floating prompts - altogether improving the accessibility and discoverability of the experience.
- Performed audits of current webpages on the company site through heuristic evaluation, design critiques, user interviews, and competitor analysis - compiling a report with actionable recommendations and opportunities for improvement.
- Utilized a strong technical proficiency in Figma and Miro for all aspects of the UX design process.
- Lead several teams of designers by providing guidance and mentorship on best UX practices, hosting daily stand-up meetings, refining scopes, and onboarding new members to the team.
- Collaborated closely with other designers and software developers, helping to streamline design handoffs and accelerate overall product development.
- Maintained consistent communication with the company's executive director, to ensure that the designs continue to meet the intended creative direction.
- Presented design solutions during annual launch events, securing renewed commitments from key stakeholders and donors and building support from newly interested parties.

Hillel International

Graphic Designer   Davis, CA │ Sep 2018 - Sep 2020

- Developed a new brand identity kit to accentuate the company's visual presentation, which included logos, icons, typography, color scheme, and infographic templates for social media.
- Designed original event posters, brochures, banners, stickers and shirts to promote events - boosting audience awareness, engagement, and attendance.
- Worked cross-functionally with marketing teams to ensure that visual assets align with the goals and desired outcomes of marketing campaigns.
- Utilized Illustrator, Photoshop and Canva to create static graphics, along with After Effects and Blender to create motion graphics for promotional videos.
- Presented case studies to internal stakeholders, delivering a cohesive narrative around the context, application, and potential impact of proposed design solutions.

Education

UC Berkeley Extension - *Professional Certificate in UX/UI Design*

Graduated September 2021

UC Davis - *B.A. Psychology and Communications*

Graduated September 2020