

ERICA FIRMMENT



About

I specialize in making complex interfaces approachable. As a product designer, I drive features and UI from concept to release. I wireframe layout, design user flows, specify interactions and error conditions, and contribute to visual design.

My goal is to create funny, unobtrusive, platform-neutral, user-centered experiences that convey narrative and offer clear calls to action.

Contact



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Education

FELLOWSHIP / DIGITAL RESEARCH
Cornell University

2003 - 2006

MASTERS INFORMATION SCIENCE / HCI
University of Michigan, Ann Arbor

2000 - 2003

BACHELOR OF ARTS / ENGLISH
Michigan State University

1994 - 1998



Work

Senior Designer
Reddit

2015 - Present

As a designer at the fourth-largest website in the US (with one of the oldest codebases), I face a set of unique challenges. Reddit is growing exponentially, and part of my work has been to help establish tools and process for an expanding design team. Projects I've shipped include new moderator tools, a desktop theme redesign, a full mobile web redesign, new user onboarding, and an internal metadata framework for improved listing relevance.

LEAD INFORMATION ARCHITECT
Realtor.com

2013 - 2015

As the company's first Information Architect, I worked at a leadership level to ensure cohesive user experiences. Redesigned Android app. Architected and designed a series of dynamic information visualization tools. Documented & redesigned navigation and footer for realtor.com.



Professional

- Results Focused
- Adaptable, can thrive in vague circumstances
- Quickly absorbs complex problem spaces
- Broad experience covering software, mobile, and web
- Passionate user champion
- Friendly and approachable

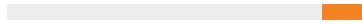


Achievements

- ✓ I run Librarian Avengers – a blog and humor website catering to disgruntled librarians. Featured in the NYTimes, Washington Post, and several books on librarians in popular culture.
- ✓ I'm a certified beekeeper, and kept hives at the Cornell Organic Farm.
- ✓ I've been Reddit and Internet-famous a few times. It was weird.

Technical

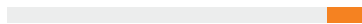
Sketch, Adobe CS



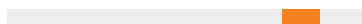
Product Management



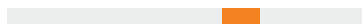
Information Architecture



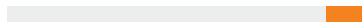
HTML5 + CSS



Visual Design



UX Design



Awards

- 2009, 2010 SXSW Interactive – Panelist & Speaker
- 2009 OSCON Ignite Speaker
- Graduate Student Research Assistant Scholarship
- 2006 Science Magazine – Educational Interactive Visualization Award
- 2002 University of Michigan – Margaret Mann Award

Online



@eriquita



librarianavengers.org



ericafirment.com



Work

SENIOR UX DESIGNER

2012 - 2013

One Step Beyond Consulting

Lead redesign of the Cricket Wireless music app, Muve Music. Redesigned taxonomy, and implemented best practices. Reduced application's visual complexity and cognitive load by eliminating features, adding contextual information, and applying consistent design patterns.

SENIOR UX DESIGNER

2007 - 2011

Second Life / Linden Lab

Designed interactions and UI for the C++/OpenGL Second Life viewer. Partnered with open source & sustaining engineering groups to incorporate UX into engineering workflows. Started user research program. Created templates to elegantly present user generated content. Projects: Second Life software redesign, front end implementation. Billing system, Viewer, Search, Avatar editor, Registration, Premium flows.

UX MANAGER

2004 - 2007

Cornell University

Helped manage a diverse team of developers (Java/JSP), DBAs, and CS students to develop the world's largest online collection of animal recordings at the Cornell Lab of Ornithology. Defined product requirements, translated to engineering specifications. Coded JSP & JavaScript. Graphic design and CSS, Conducted usability tests, participated in grant evaluation.

DIGITAL RESEARCH FELLOW

2003 - 2004

Cornell University

Faculty-level digital preservation researcher. Helped create digital preservation training workshop. Edited articles/contributed to RLG-DigiNews. PHP and web design.



References

Thomas Carroll

DIRECTOR, USER EXPERIENCE

Intuit

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