Erica Hester

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Experience

Digital Experience Designer | Liberty Furniture Industries

May 2021 – Present

- Produced UI prototypes and mockups for furniture wholesale eCommerce site using Figma, basing design decisions on user research and business/technology requirements

- Conducted user interviews with wholesale buyers and advocated internally for changes that would increase user satisfaction & simplify the user journey

- Developed and maintained design system (Color Palette, Typography, UI components) for eCommerce site and internal systems, with a focus on ease of development and accessibility

- Led initiative to increase the usability of internal order management system, owning the design process from requirements gathering to engineering hand-off of UI mockups

Education

Interactive Design B.S. | Kennesaw State University

Aug 2016 - May 2021

- Minors in Software Engineering, Technical Communication
- GPA: 3.57 / 4.0

Skills

Tools: Figma, Sketch, InVision, Adobe XD, Miro, Adobe Creative Suite

Methods: Lean UX (Agile), Goal-Directed Design, Usability Testing, User and SME Interviews, Card Sorting, Heuristic Evaluation, Wireframing + Prototyping, Brand/Logo Design, Information Architecture design, User Testing, UI Design

Programming Knowledge: HTML + CSS, JavaScript, C#