

# Eric Crabb | Visual / UX Designer



(517) 917-2076

[www.eric-crabb.com](http://www.eric-crabb.com)

2517 20th Street / Apt C  
Santa Monica, CA 90405

[emailme@eric-crabb.com](mailto:emailme@eric-crabb.com)

[linkedin.com/in/crabberic](https://linkedin.com/in/crabberic)

## EXPERIENCE

### The Agency Creates | Sr. Digital Designer

Apr 2018 - Present

- Digital team lead for design, marketing and development
- Provided front-end development team with high fidelity product designs, prototypes microinteractions and specifications
- Developed visual personas and mapped user flows
- Conducted user research from Google Analytics historical data
- Worked cross-functionally with digital marketing to optimize client websites for remarketing campaigns

### e.crabb digital | Visual / UX Designer

Nov 2016 - Apr 2018

- Freelance visual and user experience designer for agency, e-commerce, logistics and health care clients
- Provided UX strategy, research, design and development
- Delivered site maps, wireframes and high fidelity designs
- Worked cross-functionally with contracted Marketing Specialist to research behavior flows and restructure a non-converting website
- Conducted A/B tests on competing products and promotions to curb inventory waste and instate a customer loyalty program

### NelsonHill | Creative Director

May 2012 - Nov 2016

- Led design and marketing for startup commercial real estate venture
- Established brand guidelines, collateral templates and research criterion for top performing markets
- Researched solutions to optimize work flows and expand service offerings
- Oversaw the designed and development of a responsive, WordPress website and user-friendly property listing integration
- Developed and implemented a drag-and-drop HTML email marketing tool with 12 editable, branded modules
- Worked cross-functionally with new development clients to produce branded collateral packages

### gb&d | Account Manager

Sep 2010 - May 2012

- Researched and forged lasting relationships with innovative and environmentally sustainable design firms in the building industry
- Became accredited as a LEED Green Associate

## EDUCATION

### University of Michigan | Ann Arbor

Sep 2005 - May 2009

Bachelor's of Science in Architecture  
3.52 GPA | Dean's List

## PROFESSIONAL DEVELOPMENT

### IDEO U | Insights for Innovation

Jan 2019

Completed 6-week design thinking course on human-centered insights to fuel innovation.

### Accenture | Global Hackathon

Nov 2017

Invited to participate in 24-hour 'truly human' digital innovation challenge.

### USGBC | LEED Green Associate

May 2011 - May 2017

Environmentally sustainable certification issued to members of the green building community.

## SKILLS

High-Fidelity Design

Prototyping

Wireframing

Microinteractions

Design Thinking

User Research

Personas

Journey Maps

User Flows

Usability Testing

Empathy

Leadership

## TOOLS

Sketch

Illustrator

Photoshop

After Effects

InVision

Framer

Principle

Zeplin

HTML / CSS

WordPress

InDesign

Keynote