

Eric Nash

Director,
User Experience

Eric Nash

San Francisco, CA 94110

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Summary

I'm a seasoned, evangelical user experience professional with 15 years of delivering full-lifecycle design support to high-profile ad-tech, analytics, social, video, and mobile experiences. I also build, direct, and empower design teams to do their best work ever.

Experience

AdRoll / Director, User Experience

AUG 2015 - PRESENT, SAN FRANCISCO, CA

I bridge User Experience, Product, Engineering, and Marketing teams to support the company's consumer-facing and internal products.

- Grew the UX team from two to seven.
- Develop storyboards with company leadership for building consensus on new features and products
- Define design patterns and standards across products
- Foster a design culture that based on collaboration, communication, and consistency
- Review and guide teams' design proposals to ensure cohesion with design standards and emerging trends
- Iterate on highly-interactive HTML/CSS/Javascript prototypes

AdRoll / Senior Manager, User Experience

AUG 2014 - JUL 2015, SAN FRANCISCO, CA

Tout / Senior Director, User Experience

APR 2014 - JUL 2014, SAN FRANCISCO, CA

Managed a small design team while leading design for the company's mobile video capture app, embeddable web widgets, administration tools, and marketing website

Salesforce.com / Lead User Interface Designer

AUG 2011 - MAR 2014, SAN FRANCISCO, CA

Worked across several high-profile desktop and mobile web products eventually culminating into Salesforce Wave

Salesforce.com / Senior User Interface Designer

JUN 2008 - AUG 2011, SAN FRANCISCO, CA

First designer to launch Chatter, Salesforce's private social network for companies, with concentration in Chatter groups, profiles, and feeds

Wells Fargo Bank / User Interface Designer

JUL 2006 - MAY 2008, SAN FRANCISCO, CA

Created page-flows, layouts, interaction rules, and visual style for Wells Fargo's internal and external-facing web products

Oracle / Senior Interaction Designer

JAN 2003 - JUL 2006, REDWOOD CITY, CA

Authored wireframes, prototypes, and UI specifications

Oracle / Usability Engineer

JAN 2001 - JAN 2003, REDWOOD CITY, CA

Conducted card sorts, heuristic evaluations, focus groups, prototype evaluations, and RITE tests

Education

Virginia Polytechnic Institute and State University / M.S., Industrial and Systems Engineering

AUG 1998 - JUN 2000, BLACKSBURG, VA

Awarded UPS Fellow Fall/Summer '99. Treasurer of Human Factors and Ergonomics Society (HFES) - Student Chapter , VT.

University of Cincinnati / B.A. Psychology

AUG 1994 - MAY 1997, CINCINNATI, OH

Skills

Design Leadership, Team Building, Interaction Design, Prototyping, Wireframes, Personas, Storyboards, UI Patterns.

HTML/Bootstrap, Javascript/JQuery, CSS/SASS/LESS, Github

Sketch, Omnigraffle, Photoshop, Illustrator, Fireworks, Sublime Text 3