# Eric Nash

## Director,
## User Experience

**Eric Nash**

San Francisco, CA 94110

eric@ericnashdesigns.com

## 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