# Eric Hillman

612-272-0432•eric@conceptplace.com• [conceptplace.com](http://www.conceptplace.com)

## Objective



I am a result driven designer with 18 years of experience in the IT industry. I’m passionate about providing the best user experience possible.  I am proficient at visually communicating user flows by creating interactive mockups accomplished by producing prototypes. This in turn will validate the user stories, serve as a tool for usability testing, and create engaging conversation within the team prior to development. I have extensive qualifications in responsive design, mobile applications, intranet, public facing sites, CMS, and CRM sites. I thrive at collaborating with business to understand their needs and building creative user flows to meet their requirements. I thrive at engaging with development teams, stakeholders, and management leadership.

## Experience

**Wells Fargo Wealth Management:** July '19 – Nov ‘20

**Project:** Wells Fargo Wealth Management

**My Role:** UX Prototyper, User Experience Designer, User Interface designer, Information Architecture

**Accomplishments:** Produced site maps, created prototypes that visually communicated the ideal user experience. The design prototypes proved beneficial and confirmed business requirements, ensured an intuitive userflow, and provided a roadmap for development.

**Applications:** Balsamiq Mockups, Material Design using Sketch, Photoshop, and Invision

**Medhub:** Dec '17 – June ‘19

**Project:** Evalue for Nursing

**My Role:** UX Prototyper, User Interface Designer, information architecture, user testing

**Accomplishments:** Visually communicated business requirements with subject matter experts, product owners, and clients. Create interactive prototypes which iteratively defined user flows. Refined and validated business requirements and conducted user testing to ensure the user flows were most intuitive. Engaged with developers to ensure the production reflected the intended design and flow.

**Applications:** Material Design using Sketch, Balsamiq Mockups, Photoshop, Silverback, and Invision

**Cargill:** Feb '17 – Oct ‘17

**Project:** Mobile prototyping, Style guide, User testing

**My Role:** Mobile User Experience Architect

**Accomplishments:** Created prototypes that served as a communication tool to address business ideas. In a short time the prototypes evolved, validating business requirements and introducing cutting edge technology. Later the prototypes were used for user testing and user interface design. At the same time I created the mobility style guides addressing HCI standards for mobile while implementing the Cargill brand.

**Applications:** Axure, Balsamiq Mockups, Photoshop, Silverback

**Cargill:** May '16 – Feb ‘17

**Project:** Create a cyber-security awareness site that educates the employees of Cargill on risks, issues and crimes. This will assist in their efforts to mitigate internet threats.

**My Role:** UI, UX designer, SharePoint UI developer

**Accomplishments:** Worked with Cargill’s TGRC division to understand their mission, the site’s current problems and the overall team’s objective. Created wireframes and sitemaps to ensure the best user flow and the site’s architectural design. Created innovative User interface designs that met Cargill’s branding standards as well as giving it a fresh look and feel. Developed SharePoint page layouts, web parts and customized the site’s CSS while executing the approved design.

**Applications, languages:** Photoshop, Balsamiq Mockups, SharePoint 2013, SharePoint Designer 2013, HTML5, CSS3

**Irish Titan:** Nov '15 – May ‘16

**My Role:** UI, UX designer, Interaction designer

**Accomplishments:** Engaged with clients to understand their business model, goals and functionality for their website. Collaborated with internal teams, using whiteboard methods, and then presenting the interactive prototypes and communicating the proactive ideas on content, best usability, layout, and editable CMS areas.

**Applications, languages:** Axure, Photoshop, Balsamiq Mockups

**Land O’ Lakes:** June '15 – Sept ‘15

**Project:** Consulting with multiple business units within Land O' Lakes to create a User Experience and User Interface designs.

**My Role:** UI, UX designer, Interaction Designer

**Accomplishments:** Creating user experience and user interface designs while working with teams from multiple business units. I accomplish this by acquiring their high level ideas and then put them into an agile design process. During the design process, I met and brainstormed with product owners, refined the designs for project planning, created the prototypes, conducted usability testing and heuristic evaluations, and created a detailed style guides for the development team.

**Applications, languages:** Photoshop, Balsamiq Mockups, HTML5, CSS3

**Cargill:** January '15 – June ‘15

**Project:** Create a cyber-security awareness site that educates the employees of Cargill on risks, issues and crimes. This will assist in their efforts to mitigate internet threats.

**My Role:** UI and UX Designer, UI developer

**Accomplishments:** Discussed the design strategy with the assigned team. In the discovery stage I researched the company’s current application, met with the internal team to understand their mission, the site’s current problems, their goals, and the requirements for the site. We then worked at architecting the site to determine the new navigation and key content. By using wireframes and user-flows, I visually communicated new ideas for the redesign. Eventually we will enter the UI design and testing stage as this project is still in progress.

**Applications, languages:** Photoshop, Balsamiq Mockups, SharePoint Designer, HTML5, CSS3

**Ceridian:** July '14 – Dec ‘14

**Project:** Redesign for Ceridian's Career Path Program

**My Role:** UI and UX Designer, UI developer

**Accomplishments:** Researched the company's current application while documenting observations of users on the site, worked with site owners to understand requirements and an overall site mission, worked with team members to brainstorm other ideas. I then created wireframes based on all my research. Eventually created a user interface designs that comply with company branding and platform constraints and created interactive prototypes demonstrating the user experience. During implementation I created a thorough style guide addressing all the UI style elements for the development team.

**Applications, languages:** Photoshop, Balsamiq Mockups, HTML5, CSS3

**Robins, Kaplan, Miller & Ciresi:** May '14 – July ‘14

**Project:** Redesign for the company’s content management system

**My Role:** UI and UX Designer, UI developer

**Accomplishments:** Researched the company to understand the persona's within and the tasks they need to perform to do their job. Created wireframes to show user flows and tasks of those personas. Designed the user Interface concepts which are both innovative and fall within company branding. Worked with the development team to implement the designs. Finally conducted usability tests using my interactive prototypes to determine the efficiency of the user tasks.

**Applications, languages:** Photoshop, Balsamiq Mockups, Dreamweaver, SharePoint Designer, HTML5, CSS3

**FUNimation:** Jan '14 – May ‘14

**Project:** Smart TV channel production for various Smart TV platforms

**My Role:** UI and UX Design for the various platforms

**Accomplishments:** Researched the current FUNimation channel on existing Smart TV platforms. Worked directly with the client while developing a deep understanding of their needs and the changes needed for the upcoming platforms. Designed an optimal user experience by creating user flows and interactivity. Created user interface designs that comply with platform guidelines and corporate branding. Documented design specifications and work directly with programmers to help ensure the specifications were met.

**Applications, languages:** Photoshop, Balsamiq Mockups

**General Electric:** Jan '13 – Dec ‘13

**Project:** GE Fleet Division's application for desktop and mobile versions

**My Role:** UI and UX Designer, UI and UX developer

**Accomplishments:** Researched their current application and corporate branding; collaborated with the site owners to consider user needs and target resolutions for mobile and tablet platforms; designed responsive user interfaces; collaborated with the development team to execute designs. Worked with testers and development to ensure designs implemented correctly and created style guides and punch lists.

**Applications, languages:** Photoshop, Balsamiq Mockups, HTML5, CSS3, Dreamweaver

**Star Collaborative Site Redesign:** Oct '12 – Jan ‘13

**Project:** Redesign for Star Collaborative's website

**My Role:** UI/UX designer, developer

**Accomplishments:** Determined the client needs; reviewed current site IA structure; created responsive UI design that met marketing and mobile user needs; executed site development.

**Applications, languages:** Balsamiq, Photoshop, HTML5, CSS3, Dreamweaver

**General Mills GBS division:** May '12 – July ‘12

**Project:** SharePoint Redesign for GBS division sites

**My Role:** UI/UX designer, UI developer
**Accomplishments:** Consulted directly with GBS's SharePoint team understanding the structure of the sites and the goals they were looking to achieve. Created user interface designs for different team sites. Upon approval I created the CSS and HTML in SharePoint Designer, style guides and documentation on future applications for other teams. This new UI design has a clean unique look and also provides consistency across all the sites and is responsive for iPad users.

**Applications, languages:** Photoshop, HTML5, CSS3, Dreamweaver, SharePoint Designer

**Portico Benefit Services:** February '12 - May '12

**Project:** Site Redesign for Portico Benefit Services live site

**My Role:** UI Developer, Design Liaison

**Accomplishments:** Worked with design team and .Net team by taking the already established designs, considering a style guide, then implementing the work into a .NET environment. Also ensured the user interface renders properly on desktop, tablet, and smart phones devices.

**Applications, languages:** Photoshop, HTML5, CSS3, Dreamweaver, .NET

**St. Jude Medical:** October '11 – February ‘12

**Brand:** St. Jude Medical

**Project:** Intranet site Redesign for St. Jude Medical

**My Role:** UI - UX Designer

**Accomplishments:** Created a new user interface and solved usability gaps for the SJM intranet site. Once those designs were approved I worked closely with the development team creating an enhanced and detailed style guide.

**Applications:** Photoshop, HTML5, CSS3, Dreamweaver

## 3M: March '11 – October '11

**Brand:** Command

**Project:** Command's mobile website

**My Role:** UI Developer, Design Liaison

**Accomplishments:** Worked directly with the client, marketing team, 3rd party services, creative director, and technical copywriters while developing the front end for their mobile site. Then I integrated it into 3m's WebSphere Portal system.

**Applications:** HTML, CSS, JavaScript, Dreamweaver, Photoshop

**Brand:** Scotch-Brite

**Project:** Scotch-Brite's mobile website

**My Role:** Front End Developer, Design Liaison

**Accomplishments:** Worked directly with the client, marketing team, 3rd party services, creative, and technical copywriters while developing the front end for Scotch-Brite's mobile site. Then I integrated it into 3m's WebSphere Portal system.

**Applications:** HTML, CSS, JavaScript, Dreamweaver, Photoshop

**Thomson Reuters:** August '10 - December '10

**Project:** Implementation Guide for Elite Implementation Consultants

**My Role:** UI - UX Designer and UI Developer in SharePoint Designer, SharePoint Admin

**Accomplishments:** Consulted directly with Elite's global team of site owners, implementation consultants. Presented a new User Interface design which I then created in SharePoint and SharePoint designer. This new guide now has great, unique interface and also gives the consultants a vivid description on the approach as well as the model’s phases, roles, and responsibilities.

**Applications:** Balsamiq Mockups, Photoshop, SharePoint Designer

**U.S. Bank:** May '10 - July '10

**Project:** Application for U.S. Bank teller's workflow

**My Role:** UI UX designer

**Accomplishments:** Worked directly with site owners, Information architects having great consideration for usability while designing a UI and refined UX which now helps the bankers organize their workflow.

**Applications:** Photoshop, HTML, CSS, Dreamweaver

**University of Minnesota Dining Services:** February '10 - April '10

**Project:** Site Redesign

**My Role:** Creative designer and front end developer for the redesign of the site.

**Accomplishments:** Worked directly with site owners and development teams by first determining the new site's branding, architecture, and then designing a new user interface.

**Applications:** Photoshop, Flash, HTML, CSS, Dreamweaver

**United Health Group:** October '09 - February '10

**Project:** Smart phone application

**My Role:** Designer and UI developer for the application and activation site

**Accomplishments:** Worked directly with client and development teams by designing the UI for this new application. Created the style guide, HTML, and CSS which was then implemented into a .Net application.

**Applications:** Photoshop, Acrobat, HTML, CSS, Dreamweaver

**Medtronic:** March '09 – September '09

**Project:** Medtronic’s intranet site redesign

**My Role:** UI Designer and Front End Developer for the intranet redesign

**Accomplishments:** Worked directly with client and creative team to create a functional SharePoint intranet site.

**Applications:** HTML, CSS, JavaScript, SharePoint Designer, Photoshop

**St Paul College:** October '08 - January '09

**Project:** St Paul College site redesign

**My Role:** Web Designer, Developer in SharePoint Designer

**Accomplishments:** Worked directly with client and development teams by designing the graphical user interface, then implementing that design into a live website.
**Applications:** HTML, CSS, JavaScript, SharePoint Designer, Dreamweaver, Photoshop

**Finley Engineering:** September ‘08 - October '08

**Project:** Finley Engineering Intranet Site

**My Role:** Web Designer, Developer in SharePoint Designer

**Accomplishments:** Worked directly with client and development teams by designing the graphical user interface, then implementing that design as a functional SharePoint intranet site.
**Applications:** HTML, CSS, JavaScript, Dreamweaver, Photoshop

**NetSPI:** May ‘08 - September '08

**Project:** NetSPI website redesign

**My Role:** Information Architect, Web Designer, Front End Developer

**Accomplishments:** Worked directly with the client, marketing team, and technical copywriters creating the site architecture and design, then programming a website showcasing the services of the NetSPI team.
**Applications:** HTML, CSS, Dreamweaver, Photoshop

**General Mills:** September '06 - November '07

**Brands:** Chex Cereal, Chex Mix, Lucky Charms, Wheaties, 8th Continent, Small Planet Foods, General Mills.com

**My Role:** Web Designer, Front End Developer
**Accomplishments:** Created design and revise websites for brands under the General Mills name. Worked with the brands, created graphic designs, created flash development and design, updated still graphics, videos, updated HTML, CSS, JavaScript to all the pages. Also created new designs for promotions as well as worked with the back end developers on a daily basis.
**Applications:**Flash, HTML, CSS, Dreamweaver, Photoshop

**2003 – 2007**
Worked in User Interface design and Front End development.

**1999 – May 2003**
**Stafford Photography**
Photography, Operation Floor Manager for 3.5 years
**Title:** Photography, post production, and studio production

**1993 – 1999**
Teamed with more than 50 photo studios producing numerous images for various print or web advertisements.

# Education

**2014 – Completed the Human-Computer Interaction (HCI) course**University of California, San Diego

**2003 – Associate of Applied Science Degree in Web Design**
Hennepin Technical College

**1992 – Associate of Applied Science Degree in Photography**
Ridgewater Technical College

## Skills

**UI, UX Designer For:**

Responsive sites, object oriented sites, mobile applications, intranet sites, public facing sites, CMS sites, SharePoint sites, and CRM sites

**Applications**

|  |  |  |  |
| --- | --- | --- | --- |
| • Sketch | • Figma | • Invision | • Photoshop |
| • Balsamiq Mockups | • Axure | • SharePoint Designer | • UserTesting |

**Certifications**

**April 2018 – Scrum Master Certification**Scrum Alliance

**July 2018 – Pragmatic Marketing Certification**The Product Management & Marketing Authority

# Activities

**Leukemia Lymphoma Society**Assisted with fundraising for the "Man of the Year" campaign
Feb 2014 - May 2014

References Available Upon Request