

Lars Erickson

M.A HCI & UX

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Summary

Builder mindset and design leader with 8+ years of product design for enterprise/B2B2C SaaS, developer tools, and design ops. Agency, Startup, and Enterprise experience. All in on AI to scale product design's impact.

Work Experience

Lead UX Designer

WellSky, March 2023 - Present

- Leading design, research, strategy, for 6+ Engineering teams and 2 UX designers.
- From legacy to cloud, applying JTBD framework to improve user workflows by 80% reduction in workflow complexity.
- Pioneered atomic design system for AI which has increased engineering team's velocity by 200%.
- Perform weekly user testing in staging environment to validate design, uncover bugs, and new requirements.
- Audit and QA code for accessibility WCAG 3.0 and responsive design
- Weekly write HTML, CSS, angular as POC, bug fix, pre-release, for UX refinement and engineering education.

Senior Product Designer

Storable, May 2021- November 2022

- Lead designer from research to high fidelity design, collaborated with PM and PO to guide product roadmap and prioritize features.
- Grew customer research group from 30 customers to 200+ for ongoing research initiatives
- Pioneered enterprise design system in React with Storybook.

UX Designer

Useagility, January 2020- May 2021

- Led and collaborated with cross-functional teams for enterprise software modernizations.
- Created UX strategies, journey maps, and design systems, delivering intuitive designs validated through user testing.
- Performed usability testing regularly with customers and users.

UX Design Intern

SS&C, May 2018- August 2018

- Migrated Sketch design system to UXPin
- Created low-fidelity and high-fidelity mock-ups for financial SaaS software.
- Collaborated with engineering and product to prioritize roadmap and deliver features to customers.

Education

Master in HCI + UX Design

University of Kansas

2017 - 2019

B.A in English Literature

University of Kansas

2013 - 2017

Skills

Interaction Design

UX Design

User Research

UI Design

Design Systems

Prototyping

Usability Testing

Product Strategy

Tools

Figma

GitHub CoPilot

Adobe Creative Suite

Pendo

Jira

HTML

CSS

JavaScript