

Erik Maxwell

Senior UX/UI and product designer

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Product designer with 9 years of experience building inclusive, user-centered digital products remotely. I specialize in design systems, consumer and commerce products, with strong skills in Figma and cross-functional collaboration. I enjoy turning complex problems into intuitive solutions that balance user needs, technical constraints, and business goals.

PROFESSIONAL EXPERIENCE

CONSUMER REPORTS

REMOTE, USA/NZ

Senior Product Designer

2025–Present

- Partnering with design and engineering to define design system foundations and deliver scalable web templates used across 10 product teams at Consumer Reports.

SUPERFORMULA

REMOTE, USA

Senior product designer

2021–2025

COCHRAN, INC.

2024–2025

- Led a website redesign for Cochran, Inc., collaborating with a branding agency and videographers to modernize their 70-year brand identity and showcasing key projects to enhance market positioning, doubling the number of active users YoY.
- Optimized digital asset management (DAM) by structuring content in Strapi, improving asset organization and enabling future scalability.

MGM RESORTS INTERNATIONAL

2022–2024

- Developed and launched the Vega Design System, turning fragmented UI patterns into a tokenized, atomic design system for all digital touchpoints, including web, native mobile app, kiosks, and email campaigns.
- Designed and documented 100+ scalable components (React for web, Flutter for mobile) in Zeroheight, improving design-to-dev efficiency across teams, reducing maintenance costs by 35%.
- Standardized UX/UI consistency across 4,000+ pages, including high-traffic e-commerce flows, with 25,000+ components used monthly by 60+ teams, enhancing accessibility and brand cohesion.

HAGERTY CLASSIC CAR INSURANCE

2021–2022

- Conducted user research and data analysis to inform my redesign of self-service web tools, improving user experience for document access, claims, policy management, and payments, reducing reliance on agent calls.
- Drove an 11% increase in online payments, 21% growth in web/mobile traffic, and 27% rise in document access.
- Exceeded UX and performance benchmarks, contributing to Hagerty's public market debut.

EDUCATION

SEATTLE CENTRAL CREATIVE ACADEMY

SEATTLE, WA

Associate of Arts

2013–2015

SKILLS AND PROFICIENCIES

Visual design, prototyping, interaction design, usability testing and user research, design systems development and maintenance, collaboration in agile & cross-functional teams, accessibility standards (WCAG) compliance

Figma, Sketch, Zeroheight, Webflow, HTML/CSS, Strapi, UserZoom, Hotjar, Miro, Jira, Notion, Pitchdeck, Keynote, Loom