

# ERIC TOMLINSON

Senior Product Design Leader | Head of UX / Product Design | Design Systems & AI-Powered UX

Austin, TX | hello@erictomlinson.com | (678) 463-6839

linkedin.com/in/erictomlinson | www.erictomlinson.com | www.strongeridea.design

## PROFESSIONAL SUMMARY

---

Senior Product Design Leader with 15+ years driving digital transformation through human-centered design and scalable design operations. Proven track record building and leading high-performing, distributed UX teams (3–10+ members) across North America, Latin America, and Europe—delivering US-market quality with nearshore efficiency. Expert in design systems, cross-functional leadership, and AI-powered UX methodologies. Career spans agency (Publicis Groupe), enterprise (PayPal), startup (KIRU), and scale-up (Flowbird) environments. Launched products serving millions including NYC parking app (850K MAU, 3.5M sessions/month), a fintech platform managing 1.2M+ documents, and an enterprise fund administration platform managing 150+ funds with \$150M–\$20B AUM. Former **PayPal** Product Design Lead serving 10M+ active users globally. Active publisher on AI-powered design strategy at erictomlinson.com.

## CORE COMPETENCIES

---

UX/UI Leadership • Design Strategy • Design Operations (DesignOps) • Design Systems • Team Building & Scaling • Product Strategy • User Research • Cross-Functional Collaboration • Stakeholder Management • Data-Driven Design • Agile/Lean • Mobile App Design (iOS/Android) • SaaS Product Design • Fintech & Enterprise UX • Regulated Environment Design • Remote & Nearshore Team Management • Agency & Client Services • AI-Powered UX Design & Workflow • Fractional Design Leadership

## PROFESSIONAL EXPERIENCE

---

### Head of UX Design | Flowbird Group (acquired by Arrive.com)

Austin, TX · Remote | Oct 2022 – May 2025

- **Built and scaled 10-member product design team** across mobile (iOS/Android), web SaaS dashboards, and physical payment terminal products. Implemented structured hiring framework and pod-based ownership model, reducing average design cycle time by 45% (4 weeks → 2.2 weeks).
- **Relaunched high-impact city parking apps serving 1M+ combined users:** NYC app (4.8 App Store, 3.5M sessions/month, 850K MAU) and Detroit app (4.5, 200K+ monthly transactions)—owned end-to-end UX from research through post-launch optimization.
- **Managed complex multi-product portfolio** including core mobile app, web SaaS dashboard, 10+ white-label applications, and on-street payment terminals—standardized handoff and QA workflows, accelerating time-to-market by 25%.
- **Elevated organizational design maturity** through design thinking workshops, iterative prototyping, and user research frameworks (A/B testing, usability testing, analytics integration), improving quarterly OKR achievement from 75% to 95%.
- **Led Flowbird → Arrive.com merger integration**, maintaining 95% team retention (9/10 designers) through 18-month M&A period versus ~65% industry average—ensured seamless transition of team, design systems, and product roadmaps.
- **Mentored team on Figma design systems, Agile methodologies, and AI-assisted design tools**—8 of 10 designers advanced skill levels or were promoted during tenure.

### Founder & Fractional Design Leader | A Stronger Idea Design (Independent Studio)

Austin, TX · Remote | Jun 2020 – Present

Senior product design leadership and execution for startups, scale-ups, and agency partners across fintech, enterprise SaaS, and platform products. Selected client engagements:

**Euvic: for AlterDomus (CapAssure, enterprise fund administration platform) | Jan 2023 – Feb 2025 · Fractional Head of Design, ~6–8 hrs/week**

- **Provided fractional UX leadership** for CapAssure — a mission-critical enterprise financial platform used by AlterDomus, a global fund administrator. Platform onboarded 150+ funds with AUM ranging from \$150M to \$20B across complex financial workflows.

- **Oversaw mid-level designer's output**, led client presentations, and drove end-to-end design strategy in a highly regulated, compliance-heavy environment requiring careful balance of usability improvements against established financial workflows.
- **Delivered 45% improvement in user satisfaction and 25% reduction in time on task** through redesigned navigation, standardized interaction patterns, optimized data-dense tables, and improved visual hierarchy for expert financial users.
- **Established scalable design foundations** — consistent patterns, component standards, and cross-team UX governance — enabling platform to support future growth without disrupting compliance or operational processes.

#### **Estate Guru (Fintech, estate planning platform) | Aug 2022 – Apr 2025 · Fractional Lead Product Designer**

- **Redesigned platform managing 1.2M+ documents** for advisors, institutions, and attorneys navigating the \$124T generational wealth transfer market—delivered 35% improvement in task completion and 50% reduction in user errors through comprehensive UX audit and phased redesign.
- **Led user research program** (15+ stakeholder interviews, remote prototype testing, behavioral surveys) that directly informed product roadmap and identified new revenue opportunities.
- **Partnered with CEO, CPO, and engineering leads** on product strategy sessions—aligning business objectives with user needs, resulting in measurable improvements to product-market fit and customer satisfaction scores.
- **Built scalable Figma design system from scratch** (component libraries, design tokens, Confluence documentation)—reducing design-to-dev handoff time by 40% and establishing QA standards across complex estate planning workflows.

#### **Head of Design | KIRU**

*Remote · USA / Colombia / Poland | Jun 2020 – Jul 2022*

- **Joined as first design hire (employee #7)** for LATAM payroll startup—designed and launched product from zero, scaling to 9,000+ users and 400 corporate clients within 24 months, contributing to 300% company growth.
- **Achieved NPS of 80 and CSAT of 83%** within 24 months of launch—world-class scores comparable to best-in-class global consumer apps.
- **Established international UX team** across USA, Colombia, and Poland—standardized async processes, design critiques, and quality frameworks across 3 time zones while maintaining US-market output through nearshore operations.
- **Built Figma design system with 200+ components**, design tokens, and full documentation—enabling consistent UX across rapid product iterations and improving onboarding completion by 20% while reducing support tickets by 15%.

#### **Product Design Lead | PayPal**

*San Jose, CA | Nov 2016 – Jun 2020*

- **Led design across multiple major platform initiatives** including Unified Card System and Settings architecture redesign—serving 10M+ active users across web, iOS, and Android. Conducted lab-based user research (card sorting, usability sessions) and customer service data analysis to identify critical experience gaps.
- **Diagnosed and resolved critical Settings architecture issue:** analysis revealed settings landing page captured ~75% of traffic but housed only 25% of features—led redesign that redistributed navigation and simplified access to high-frequency features globally.
- **Increased feature adoption by 40%** through Unified Card System redesign, and reduced customer service calls for card loss and replacement by 20%.
- **Led GDPR compliance redesign** of consumer app framework across EU markets—achieving 95% user acceptance rate for new privacy controls while maintaining experience quality across 15 international markets.
- **Directed cross-functional "north star" design workshops**, mentored 3 junior designers (all promoted within 18 months), and guided strategic hiring that grew the design team from 8 to 15 members.

#### **Design Director | Moxie Interactive (Publicis Groupe)**

*Atlanta, GA | Apr 2011 – Jul 2014*

- **Directed UX/UI design strategy and client pitches** for major global accounts at a Publicis Groupe digital agency—including Verizon, L'Oréal Paris, Google/YouTube, BBC America, Maybelline, Garnier, and ZenithOptimedia.
- **Led design of the first-ever YouTube livestream** of Maybelline at NYC Fashion Week—managing UX, UI, and video animation to drive brand engagement at unprecedented scale for the beauty industry.

- **Designed and relaunched BBC America's North American website**—information architecture, scheduling UX, and show profiles to introduce BBC programming to US audiences through video, social media, and content discovery.
- **Built Garnier Stylefinder and Color Connection:** interactive, personalized digital experiences including an animated filterable hairstyle database with video tutorials, and a multi-brand shade selector platform with specialist chat and personalized recommendations.
- **Reimagined Moxie's 2013 global trends report** into an award-caliber interactive digital and print experience with custom illustration and animation for global brand audiences.

---

## TECHNICAL SKILLS & TOOLS

**Design & Prototyping:** Figma, Sketch, Adobe Creative Suite (XD, Photoshop, Illustrator), Principle, InVision

**Research & Analytics:** UserTesting, Hotjar, Google Analytics, A/B Testing, Usability Testing, Dovetail, Heuristic Evaluation

**Collaboration & PM:** Jira, Confluence, Notion, Asana, Miro, FigJam, Slack

**Technical:** HTML/CSS, Design Systems Architecture, Component Libraries, Design Tokens, WCAG Accessibility, GDPR Compliance

**AI & Emerging:** AI-powered UX and research tools, Design automation, Prompt engineering, Loveable, Figma AI, Krea, Webflow, ChatGPT/Claude/Gemini/Perplexity, Cursor, Midjourney

**Methodologies:** Agile/Scrum, Design Thinking/Human-centered, Lean UX, Design Sprints, Jobs-to-be-Done (JTBD)

---

## EDUCATION

**Georgia State University** | Bachelor of Arts

*Graduate Coursework Completed (Master's Program) Computer Information Systems*

---

## KEY ACHIEVEMENTS

- **1M+ combined users served** across NYC and Detroit parking apps (850K MAU, 3.5M sessions/month) as Head of UX at Flowbird.
- **Enterprise fund administration at institutional scale:** AlterDomus/CapAssure platform onboarding 150+ funds with \$150M–\$20B AUM—45% user satisfaction improvement, 25% time-on-task reduction.
- **1.2M+ documents managed** on redesigned Estate Guru platform serving the \$124T generational wealth transfer market—35% faster task completion, 50% fewer user errors.
- **World-class satisfaction scores at KIRU:** NPS of 80 and CSAT of 83% within 24 months of launch.
- **15+ year career arc spanning every environment:** agency (Publicis Groupe), enterprise (PayPal, 10M+ users), startup (KIRU), scale-up (Flowbird), and fractional leadership (AlterDomus/CapAssure, Estate Guru).
- **Design systems impact:** Reduced development handoff time by 20–40% across multiple organizations through scalable Figma component libraries and design tokens.
- **Team-building at scale:** Built UX teams from 0 to 10+ across 6+ countries with 95%+ retention rates, including through M&A transition.

---

## THOUGHT LEADERSHIP & PUBLISHING

Original perspectives published at [erictomlinson.com/perspectives](https://erictomlinson.com/perspectives):

- **Scaling Human-Centered Design in the AI Era:** A DesignOps Framework for Leaders Who Can't Afford to Break Things
- **AI in Product Design:** Where It Helps, Where It Breaks, and What Mature Teams Do Differently
- **Why Distributed Teams Expose Weak Leadership Faster**
- **UX Accessibility Isn't Optional Anymore:** It's a Business and Legal Requirement