

ERIN O'BANNON

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<http://erinobannon.com>

Analytical
Flexible
Energetic
Collaborative

EDUCATION

General Assembly

User Experience Design
Summer 2017

Boston University

B.S. Communications, 2010
Public Relations, Spanish

Semester at Sea

University of Virginia
Fall 2008

SKILLS

User Research
Journey Mapping
Wireframing
Prototyping
Usability and A/B Testing
Content Strategy
Sketch
InVision
Adobe Creative Suite
Google Analytics
HTML & CSS
Proficient in Italian & Spanish

User-centered designer with a passion for creating elegant interactive experiences using Artificial Intelligence and IoT.

EXPERIENCE

Principal Consultant

User Experience Design & Marketing Consulting | 2010 - Present
Create stellar customer experiences to reconcile user needs, client vision and technical realities. Develop strategies to increase user engagement throughout the customer life cycle. Conduct user research, interviews and surveys to create personas, user flows, wireframes, mockups and prototypes. Lead usability testing and iterate designs to anticipate user behavior and create frictionless user interactions.

Director of Marketing

Cortex | Jan 2017 – Aug 2017

Applied design principals to the development of external experiences and messaging. Conducted qualitative and quantitative research to create user personas, develop brand style and positioning. Developed user flows, refined information architecture and led rapid prototyping of campaigns to iterate and improve.

Director of Marketing

Weft – Acquired by Genscape | March 2015 – May 2016

Worked closely with an agile team of design, product, business development/sales and operations to translate customer feedback into concrete features and content. Led redesign of the company website.

Digital Marketing Coordinator

Keurig Green Mountain | March 2013 – March 2015

Analyzed campaign results and content to improve customer experience, increase brand recognition and exceed sales goals via social media.

Manager, Social Media & Events

WHERE, Inc, Acquired by PayPal | Aug 2010 – Sept 2012

Produced high-end events, digital marketing strategies and brand positioning initiatives throughout and following PayPal's acquisition of WHERE, Inc.