

Erik Stern

Lead UX/UI Designer | Product, Marketing, Front-End Dev

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- Experienced UX/UI designer leading design efforts at small startups and large publicly traded companies.
- Data driven design leader with a strong history of solving complex design challenges.
- User centered designer that can digest business and user needs into engaging, user tested, accessible design outcomes.

WORK EXPERIENCE

Lead User Experience Designer, Sallie Mae

Lead UX designer focused on advancing user experiences for student loan application services.

Jun 2024 - Present

Remote

- Designed and launched a new end-to-end prequalification service enabling students and cosigners to check loan eligibility, improving transparency, and conversion rates.
- Increased lead-to-application conversion by integrating prequalification results directly into the student loan application flow and streamlining the user journey.
- Led a complete redesign of the student loan application platform, implementing an enhanced experience utilizing key user pain points and drop-offs. Used our new design system and established a cohesive servicing theme across touchpoints.
- Partnered with UX Research to conduct iterative testing and data-driven evaluations to inform design decisions and validate user outcomes.
- Managed multiple large-scale projects concurrently while supporting strategic initiatives to drive business optimizations and product enhancements.

Principal User Experience Designer, Rapid7

Lead UX designer working on a small nimble in-house creative team focused on producing digital design efforts across marketing and other company wide projects.

Oct 2015 - Dec 2023 • 8 yrs 3 mos

Boston, MA & Remote

- Redesigned 10+ global websites and supporting microsites to address customer needs and improve usability, resulting in higher engagement and increased product trial conversions.
- Identified and resolved key pain points through user research, session recordings, heat-map analysis, and usability testing, implementing data-driven improvements that contributed to measurable revenue growth.
- Revamped landing pages, email templates, and event booth designs to align with updated branding and ensure consistency across digital and physical touchpoints; worked within CMS platforms such as Marketo, Goldcast, and EpiServer.
- Developed and maintained a scalable design system supporting all web, digital, and print/event assets, improving efficiency and brand cohesion across teams.
- Collaborated closely with development teams to implement modern design techniques and best practices, ensuring seamless handoff and high-quality user experiences.

Principal UX Designer/Developer, Logentries (Acquired by Rapid7)

Lead designer and developer for all digital design efforts across marketing and company wide projects. Designed product UX applications interfaces and feature enhancements based on user research.

Feb 2014 - Oct 2015 • 1 yr 9 mos

Boston, MA

- Grew website and marketing revenue to build momentum for the acquisition of Logentries by Rapid7 in 2015 for \$68 million.
- Expanded the design and development of responsive UI/UX for company websites and SaaS applications scaling to over 35K users.
- Built out and launched user onboarding and adoption efforts using Pendo to increase user engagement and enablement for new and existing users.
- Designed and developed for over 5 marketing and company websites using Wordpress; landing pages and email templates built within Hubspot and other digital properties.
- Managed a creative team of 2 designers and 1 developer and organized design efforts across the company working closely with management to conceptualize and execute innovative design projects to increase product adoption, trials, and brand awareness.

Senior UX Visual Designer, Monster

Senior Visual Designer on the UX product team partnering with other UX team members, development, and product owners to build out both job search and employer hiring UX design experiences.

Apr 2011 - Feb 2014 • 2 yrs 11 mos

Cambridge, MA

- Core UX designer who built innovative design solutions with teams worldwide for 40+ global websites.
- Redesigned and developed customer email layouts with a focus on responsive design techniques to improve mobile and tablet user experiences and engagements.
- Simplified design outputs by operating on a cross-functional agile Scrum team to accelerate project delivery and deployment of code every 2 weeks vs every few months.
- Mobile designer for m.monster.com and native applications for iOS and Android.

Senior Interactive Designer, JAZD Markets

Lead designer focused on supporting all marketing, product, and company wide design efforts. Partnered closely with leadership and development to roadmap projects and execute on company OKRs and goals.

Oct 2010 - Apr 2011 • 7 mos

Andover, MA

- Sole designer and front-end developer for a MaaS (Marketing as a Service) directory service platform.
- Created product interface solutions for applications featuring efforts for our directory listing with a focus on listing performance with visual dashboards featuring direct funnel ROI conversion from a single view.
- Produced informative email templates and other marketing strategies to build well informed clients and gain expanded application users.

Senior UI Designer, NameMedia

Senior designer working within a small design/development team that supported all company initiatives to bring projects to life through thoughtful and user centric design solutions.

Sep 2005 - Oct 2010 • 5 yrs 2 mos

Waltham, MA

- Primary designer for the domain name division of the company which managed hundreds of thousands of unique domain names. Designed UIs for users to build custom website pages for portfolios of domain names to earn passive revenue.
- Built UI design efforts for 10+ high-profile enthusiast sites including Photo.net, Geek.com, and Photography.com partnering with development teams.
- Collaborated with product and marketing managers to enhance user experience and corporate branding; resulting in an increase in user engagement, revenue, and user base.
- Maintained the design of all digital based marketing, company trade show collateral, and event booth printed design items.

EDUCATION

Keene State College

BA, Art, Graphic Design

SKILLS & TOOLS

Design: UX Design, UI Design, Web Design, User Research, Brand Design, Usability, Accessibility, Wireframing, Design Systems, User Flows, Typography, Grid Systems

Software: Figma, Adobe Creative Cloud, Sublime Text Edit, Google Workspace, Fusion 360

Development: HTML, CSS/SCSS, JS, Responsive, Wordpress, PHP, GitHub, SEO, CSS Frameworks

Other Tools: UserTesting, Azure Dev Ops, Adobe Workfront, Episerver CMS, Marketo, Goldcast, Canva, Bynder DAM, Jira, Asana, Litmus, Browser Stack, Hubspot, Miro, Google Analytics, SquareSpace, Pendo