

Erik Gloor

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Summary

Offering the leadership, expertise and judgment that comes from 17 consecutive years designing **Products** and **Build-Outs** for employers and clients that have included **Allstate**, **Humana**, and the **Tribune Company**. Designing Web and Mobile experiences that adhere to proven, fundamental principles of IA, UI, and UX Design established by industry leaders like **Nielsen**, **Tufte** and **Jobs**. Providing vision and expertise at every stage of the design cycle, from initial concept and sketches to wireframes and visual design. Turning requirements in to User-centric, facilitative workflow that demonstrably drives customer value, reduces overhead and improves your bottom line.

Experience

Senior UX Designer / RealPage (acquired Yield Technologies Mar, '13) / Jun, 2011 - Apr, 2014

Designed **RealPage's LeaseStar** offering, an enterprise **SaaS** application serving the property management market. Worked directly with the Vice President of Product Innovation to conceptualize, story-board and wireframe **build-outs** to custom **B2B portal** and custom **B2C social media software**. Designed User-centric, facilitative workflow that tied the UX Design principles of thought-leaders like **Tufte**, **Nielsen** and **Jobs** to the strategic goals of teams that included C-Level officers and Senior Vice Presidents. Provided leadership and deliverables at every stage of design from whiteboard to wireframe; from prototype to Photoshop comp. Directed both designers and engineers in the implementation of my designs and validated design decisions with **usability testing**.

- Reduced User drop-off and **improved click-through rates by as high as 363%**.
- Directed a team of Developers in the implementation of my UX and UI Designs.
- Directed a team of UI Designers in propagation of the UI Design for **LeaseStar** I established.
- Directed, designed and documented front-end **Information Architecture**.
- Sketched and **wireframed** every significant process comprising **LeaseStar**.
- Conducted User interviews in person and usability testing online.

- ▶ Conceptualized and **comprehensively documented** User-centric, facilitative workflow.
- ▶ Created **prototypes** for proof-of-concept so elaborate they **often obviated wireframes**.

UX Architect for Allstate / Jul, 2010 - Mar, 2011

Conceptualized, story-boarded, prototyped, and wireframed **build-outs** to CRM software used internally by the second-largest personal lines insurer in the United States. Sketched extensive storyboards and low-res wireframes to evangelize concepts and secure sign-off from multi-disciplinary teams across multiple departments.

- ▶ Created prototypes and used them to conduct in-person **usability tests in a formal setting**.
- ▶ Authored **formalized wireframe documentation** of my designs for Development.
- ▶ Performed formalized inspections of the implementation of my Designs.
- ▶ Authored visual design specification documents for other UX Architects.

UI Designer / Protiviti / 2008 – 2010

Conceptualized and designed build-outs for a large-scale **GRC** application used by over 100 major corporate and municipal clients including Accenture, Rolex, the governments of the Netherlands and of the United Arab Emirates. Turned business requirements into effective build-outs and enhancements as part of a team that included Business Analysts and Developers.

- ▶ Improved the annual **Forrester** rating of Product by a full category.
- ▶ Authored both low and high-fidelity wireframes.
- ▶ Authored visual design specifications.

UI Designer / Professional Consulting Services, Inc / 2000 – 2008

Designed, coded, and maintained online Products, Build-Outs, Enhancements and User Interfaces for clients that included **Humana**, The MacArthur Foundation, and GardnerDenver. Designed, developed, and maintained Web-sites with an emphasis on sound design principles, impactful graphics, clear navigation, effective SEO, fast downloads, and short deployment schedules. Conceptualized, sketched, "mood-boarded," mocked-up, and coded XHTML templates for hand-off to ASP Developers. Created UI assets that included full-screen comps, production imagery, promotional imagery, promotional **animation** and promotional **video**.

- ▶ **Designed custom CMS for Humana** in cooperation with a dedicated B.A.
- ▶ Designed, built and "Webmastered" two internal **Web-sites**.
- ▶ Designed UI for Movable Type blog.
- ▶ Produced online videos.
- ▶ Produced all graphics used in this employer's Products.

Web Producer / CLTV News / 1997 – 2000

Designed, coded, and "Webmastered" news Web-site for Tribune-owned ChicagoLand Television News, better known as CLTV News. Provided thought leadership on the potential of the Web for complementing TV news. In concert with executive and news producers, assisted in determining daily news priorities, especially for the Web-site. Updated the site hourly with fresh content.

- ▶ Designed and coded the Web-site in its entirety.
- ▶ Provided online resources to complement on-air programming.
- ▶ Encoded video clips from tape for use on the site.
- ▶ Managed online polls -- results were used in broadcast.
- ▶ Wrote stories for the site describing up-to-the-minute Chicago-area news.
- ▶ Fact-checked stories with staff reporters and Tribune bureau writers.
- ▶ Coordinated priorities with parent company's Web vertical, Tribune Interactive.
- ▶ Trained news producers to update the site when I was out of the office.

Education

Loyola University Chicago / B.A. Journalism, Minor in Poli. Sci. / 1992

Columbia College / Computer Graphics & Animation / 1994-7

References

Daniel Schwimmer / Colleague / Product Manager at RealPage / schwim3x6@gmail.com

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