

Eric Pierce

Lead Product and UX Designer

Boston, MA

espierce@gmail.com

(508) 658-2797

www.ericspierce.com

linkedin.com/in/ericspierce

PROFESSIONAL SUMMARY

Product and UX designer with 8+ years designing B2B SaaS, enterprise software, and consumer financial web products. Sole designer behind the end-to-end modernization of a legacy field service management platform, spanning design system foundations, component libraries, type and color systems, page-level redesigns, and 0-to-1 feature design. Pairs hands-on user research and usability testing with design systems work and close engineering partnership, including AI-assisted prototyping in v0, Cursor, and Figma AI.

CORE SKILLS

Design and Prototyping: Figma, FigJam, Sketch, InVision, Adobe Creative Cloud, v0, Cursor, Figma AI, Claude, wireframing, prototyping, interaction design, visual design, responsive design, device-agnostic design

Design Systems: Component libraries, design tokens, pattern documentation, multi-product system unification, accessible design, design system governance and documentation

User Research and Testing: User research, customer interviews, moderated and unmoderated usability testing, Maze, UserTesting, research synthesis, user story mapping, journey mapping, design thinking, Lean UX, discovery and design sprints

Product and Collaboration: Pendo, Power BI, Miro, product analytics, in-app guides and feedback, beta program management, information architecture, Agile, cross-functional collaboration, stakeholder management, developer handoff

PROFESSIONAL EXPERIENCE

Lead Product and UX Designer – Operix (a Sage company) (Boston, MA)

December, 2021 – April, 2026

- Sole designer for a field service management SaaS platform originally built in 2012, owning design direction and vision across the full product surface, from component libraries to page-level redesigns to 0-to-1 feature development, in close partnership with product, front-end engineering, and marketing.
- Led research, design, and iterative usability testing for a ground-up redesign of the work order record, the product's most-trafficked page and one used daily by 95% of users, standardizing how records are created, managed, and consumed. Approved by organizational leadership and handed off to engineering as the centerpiece of a product-wide redesign initiative.
- Unified Operix's design system with parent company Sage's, merging 100+ components plus the type and color systems into a shared component library and visual language across both product ecosystems.
- Spearheaded a ground-up rebuild of the platform's core dispatch and routing map, the operational tool field service companies use to dispatch, route, and track jobs, technicians, and vehicles across commercial HVAC, plumbing, and electrical work, after two earlier map features were poorly received. Conducted customer interviews, competitive analysis, and technical research into a Google Maps API implementation; shipped to production with GPS tracking and an extensible foundation for AI-driven smart routing. The rebuild sealed a major at-risk contract.
- Partnered with engineering to design the end-to-end experience for an embedded Power BI analytics feature, from workflow to visual treatment, running customer interviews and a 20-account beta program across multiple release cycles to validate and refine the tool ahead of its GA release.
- Authored design system documentation and reference materials for third-party development partners, translating design philosophy, component usage, and system theory into actionable guidance for external teams.
- Introduced and drove adoption of Pendo for behavioral analytics, in-app feedback, and usage insights, and Maze for faster, more structured usability testing; established a Design Roadmap in the product development track to bring visibility and cadence to the design cycle.
- Organized and facilitated discovery and design sprints, including exploratory and targeted customer interviews, virtual and on-site usability testing, research synthesis, user story mapping, and design thinking workshops.

Product Designer – Operix (Boston, MA)

February, 2020 – December, 2021

- Built and implemented the organization's first end-to-end design process and ground-up design system, securing buy-in from corporate leadership.
- Researched, designed, tested, and proposed a new form design to increase speed, efficiency, and data accuracy, including a customization capability that tailored the experience to individual client needs.

UX Designer – *Sallie Mae (Newton, MA)*

April, 2018 – January, 2020

- Designed, wireframed, tested, and shipped the primary online student loan application, introducing device-agnostic responsive flows, accessible interaction patterns, and a new design system aligned to the company rebrand. The 2020 release remains in production today, carried largely intact through a subsequent brand redesign in 2023.
- Researched, tested, and designed a loan cost estimation tool using the Lean UX process, evangelizing iterative design and continuous research practice across an Agile-focused organization.
- Represented the UX department before oversight committees including the CMO and senior corporate leadership.

Associate Project Manager – *Pearson Education (Boston, MA)*

June, 2007 – May, 2017

- Introduced a quality monitoring system and personnel management processes that improved global call center performance and forecasting accuracy.

EDUCATION

General Assembly | UX Design Immersive | 2017

Ithaca College | B.A., Journalism and Sociology | 2005

INTERESTS

Improv Asylum | improv training and performance

Soccer | lifelong player and fan, now youth coach