

# Eric Pierce

User Experience Designer

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## EXPERIENCE

### Lead Product and UX Designer – Operix (Boston, MA)

December, 2021 – April, 2026

- + Served as the sole designer leading the visual and experiential modernization of a product built in 2012, defining design direction and vision in close collaboration with product, front-end development, and marketing teams. Owned the end-to-end design effort across the full product surface, from component libraries to page-level redesigns.
- + Led the research, design, and iterative testing of a ground-up redesign of the product's most-trafficked page – the work order record – standardizing how records are created, managed, and consumed across the product, improving information hierarchy, and removing friction from everyday user workflows. Approved by organizational leadership and handed off to development as the centerpiece of a broader product-wide redesign initiative. Prototyped using Figma, v0, Figma AI, and Cursor.
- + Unified Operix's Design System with parent company Sage's, establishing a shared visual language and framework to ensure consistency across both product ecosystems – a foundational effort supporting the broader product modernization.
- + Spearheaded the comprehensive redesign of the product's core map feature – a critical operational tool enabling field service companies to dispatch, route, and track technicians and vehicles across commercial HVAC, plumbing, and electrical operations. Conducted customer interviews, competitive analysis, and technical research into a Google Maps API implementation to inform a comprehensive design overhaul including new components, styles, and workflows. Collaborated closely with a dedicated development team and designed with future extensibility in mind, including GPS tracking (shipped) and AI-driven smart routing (roadmapped). Shipped to production with positive customer reception.
- + Partnered closely with engineering to design the end-to-end experience for an embedded Power BI analytics feature, from workflow to visual treatment. Conducted customer interviews and managed beta tester follow-up across multiple release cycles to continuously validate and refine the tool ahead of its largest release. Successfully shipped and well-received by customers.
- + Developed comprehensive design system documentation and reference materials for third-party development partners, distilling design philosophy, component usage, and system theory into accessible, actionable resources for external collaborators.
- + Championed the organization-wide adoption of Pendo, leading setup and socialization across the product team to establish a foundation for behavioral analytics, in-app feedback, and usage insights.
- + Introduced and drove adoption of Maze as the team's primary usability testing tool, enabling faster, more structured research cycles.
- + Organized and led project discovery and design sprints, including exploratory and targeted customer interviews, virtual and on-site usability testing, research synthesis, user story mapping, and design thinking sessions.
- + Introduced a Design Roadmap initiative to the product development track to standardize and bring visibility to the design cycle across the organization.

### Product Designer – Operix (Boston, MA)

February, 2020 – December, 2021

- + Advanced and implemented the end-to-end design process, including a ground-up design system, receiving buy-in from corporate leadership.
- + Researched, designed, tested, and proposed a new form design to increase speed, efficiency, and accuracy – including a customization feature allowing for a tailored experience based on client needs.

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

April, 2018 – January, 2020

- + Designed, wireframed, and tested the updated online student loan application, introducing device-agnostic and accessible flows, modernized interaction patterns, and a new design system aligned to the company rebrand.
- + Researched, tested, and designed a Loan Cost estimation tool using the Lean UX process, evangelizing iterative design and research practices 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)

2007 – 2017

- + Introduced a Quality Monitoring system and personnel management processes that improved global call center performance and forecasting accuracy.

## SKILLS

Figma · Pendo · v0 Prototyping · Claude · Maze · UserTesting · Miro · Sketch · InVision · Adobe Creative Cloud

## EDUCATION

Ithaca College, Journalism & Sociology · General Assembly, UX Design Immersive · Improv Asylum