



Erica Schoonmaker

UI/UX DESIGNER FOR WEBSITES & WEB APPLICATIONS

Contact

EMAIL mail@designbyeri.ca
WEB <http://designbyeri.ca>

Skills

HIGHLY PROFICIENT

Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML5, CSS3, LESS, Sass/SCSS, WordPress

PROFICIENT

Git/Github, Agile/JIRA, Responsive Web Design, Accessibility Practices, Semantic Code

FAMILIAR

Javascript, PHP, WooCommerce, Haml, Twig

Education

CUNY BACCALAUREATE FOR UNIQUE AND INTERDISCIPLINARY STUDIES 2005-2009

- Double-Major: Digital Art & Design, Creative Writing
- Related Courses: Advanced Digital Imaging; Corporate Design; Design and Advertising Layout; Design and Photography in Theory and Practice; History of Modern Design; Layout and Publication Design; Philosophy of Art; Print Production; Typography: History and Application

DOMINICAN ACADEMY 2001-2005

- High School Diploma

ART INSTITUTE OF NEW YORK 2004

- Certificate in Graphic Design and Interactive Media

Hobbies

Blogging, Photography, Social Media, Larping, Letterpress Printing, Reading & Writing Fiction, Traveling the World

Experience

UI/UX DESIGNER, DESIGN BY ERICA

Freelance, Remote

June 2009-Present

- Work both remotely and locally with clients to create web experiences and/or print materials tailored specifically to their needs including blogs, corporate or marketing sites, business cards, wedding invitations, postcards, and posters
- Design & develop websites from initial conceptual phase to live release
- Utilize the latest web technologies whenever possible (HTML5, CSS3, Responsive Web, etc.)

UI/UX DESIGNER, CBS INTERACTIVE (GAMES GROUP)

San Francisco, CA

Nov 2015-Sept 2017

- Responsible for design and front-end implementation of projects across three websites (GameSpot, Giant Bomb, and Comic Vine) and the custom content management system behind them
- In charge of accessibility standards and implementation across all three websites
- Notable Projects: Game of the Year 2015, E3 2015, Best of 2016, Accessibility Overhaul

UI DESIGNER, SOCIALCAST (VMWARE)

San Francisco, CA

July 2013-Aug 2014

- Spent 4 months on the Mobile team, bringing the Socialcast and Messenger apps visually on par with the new aesthetic of the iOS7 release
- Worked on the Core team after that and brought visual updates to the Socialcast web application
- Implemented the front-end development of all my designs in Haml (HTML) & Sass (CSS)
- Researched, analyzed, & proposed ways for Socialcast to become more accessible
- Fixed bugs throughout the application, including Localization issues with German for our largest client
- Did a hackathon project for custom theming of Socialcast which was chosen out of other projects to be implemented into production

SENIOR UI DESIGNER, LIVEFYRE

San Francisco, CA

May 2011-Feb 2013

- Redesigned & coded the marketing website and log-in/sign-up flows
- Revisualized the Livefyre comment stream in collaboration with design team
- Designed the UI for the live blog version of the Livefyre Stream
- Worked directly with the engineering & product teams during the coding and iteration process

UI DESIGNER, STIPPLE INC.

San Francisco, CA

March-May 2011

- Redesigned the marketing website (including landing pages for all products), sign-up/log-in flows, and the dashboards and UI for 3 of the 4 products (Network, Want, and Lens)
- Redesigned the UI and visual look of Stipple javascript's "Dot Display," which appeared on hundreds of publisher sites such as People.com, TMZ, TooFab, and Live Fast Magazine
- Collaborated with UX designer and project manager on UI decisions
- Worked directly with the engineering team during the coding and iteration process

WEB DESIGNER, NEXT GENERATION MOBILE COMPANY (NGMOCO)

San Francisco, CA

June 2010-March 2011

- Designed marketing creative for several games including WeRule, WeFarm, Touch Pets Dogs, Touch Pets Cats, WeDoodle, Godfinger, and WeCity to be used in online ad campaigns
- Responsible for creating new designs for loading screens and other marketing materials to advertise weekly WeRule, WeFarm, and WeCity content releases and sales
- Designed and coded full websites for several games such as Touch Pets Cats and WeDoodle using WordPress 3 as a content management system, HTML5, CSS3, and Javascript.
- Collaborated with the Marketing team to brainstorm advertising campaigns