



Erica Schoonmaker

DIGITAL DESIGNER & CSS DEVELOPER

Personal Details

EMAIL mail@designbyeri.ca
WEB <http://designbyeri.ca>
BIRTH 13/10/1987 in NY, USA

Education

2005–2009
New York, NY CUNY BACCALAUREATE FOR UNIQUE AND INTERDISCIPLINARY STUDIES
• Double-Major: Digital Art & Design, Creative Writing

2004
New York, NY ART INSTITUTE OF NEW YORK
• Certificate in Graphic Design and Interactive Media

2001–2005
New York, NY DOMINICAN ACADEMY
• High School Diploma

Professional Experience

Jan 2019–Present
Berlin, Germany SENIOR UI/UX DESIGNER, FLIGHTRIGHT GMBH
• Responsible for redeveloping the design of the core brand, in collaboration with the marketing team
• Sole designer in charge of design tasks and decisions for the entire product development team
• Leading projects such as the mobile-first claim check and the CMS migration project, utilizing my expertise in WordPress, responsive web design, UX methodology, and UI patterns

March 2018–Jan 2019
Freelance/Remote UI/UX EXPERT, CAMPGROUND
• Recent Clients: Participation Design Agency

June 2009–Present
Freelance/Remote WEB DESIGNER & FRONT-END DEVELOPER, DESIGN BY ERICA
• Recent Clients: CodePath (San Francisco, CA), LARP Box (Bangor, MA), MediaPeers (Berlin, Germany)

Nov 2015–Sept 2017
San Francisco, CA UI/UX DESIGNER/DEVELOPER, CBS INTERACTIVE (GAMES GROUP)
• 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
• Recent Projects: Game of the Year 2015, E3 2016, Best of 2016, Accessibility Overhaul, E3 2017

July 2013–Aug 2014
San Francisco, CA UI/UX DESIGNER/DEVELOPER, SOCIALCAST (VMWARE)
• Projects: Accessibility Overhaul, Localization for German, Redesign of Messenger Application

May 2011–Feb 2013
San Francisco, CA SENIOR UI DESIGNER, LIVEFYRE
• Notable Projects: Sign-Up and Login Flows, Livefyre Liveblog, Comment Stream Redesign, Marketing Website Redesign

March–May 2011
San Francisco, CA UI DESIGNER, STIPPLE INC.
• Projects: Stipple Dot Display, Sign-Up and Login Flows, Stipple Want, Dashboards for Stipple Network, Want, and Lens

June 2010–March 2011
San Francisco, CA WEB DESIGNER, NEXT GENERATION MOBILE COMPANY (NGMOCO)
• Projects: Loading Screens, Marketing Creative, and WordPress themes for several games including WeRule, WeFarm, Touch Pets Dogs, Touch Pets Cats, WeDoodle, Godfinger, and WeCity

- Nov 2008–May 2009*
New York, NY **CREATIVE DIRECTOR, DOLLARS & SENSE MAGAZINE (BARUCH COLLEGE)**
• Responsibilities: Table of Contents, Running Headers/Footers, Article Templates & Layouts, Team Management and Coordination
- June–Aug 2008*
Chicago, IL **GRAPHIC DESIGN INTERN, AMERICAN RED CROSS OF GREATER CHICAGO**
• Projects: Annual Golf Outing Marketing Collateral, Run Red Team Marketing Collateral, Blog Theme, Web Advertisements
- Sept–Dec 2008*
New York, NY **GRAPHIC DESIGN INTERN, GROSSET & DUNLAP/PSSI! (PENGUIN GROUP)**
• Projects: Jingle Bells Pop-Up Spreads, Star Wars Clone Wars Pop-Up Spread, Mr Men & Little Miss Book, Hungry Little Caterpillar Interactive Color Book
- July 2007–May 2008*
Port Chester, NY **WEB/GRAPHIC DESIGNER, CAROLYN DEMPSEY DESIGN**
• Responsibilities: Website Design, Photo Editing, Photo Research
- Sept 2006–May 2007*
New York, NY **PROJECT ASSISTANT FOR PODCASTING, BARUCH COMPUTING & TECHNOLOGY CENTER**
• Responsibilities: Audio Editing, Video Editing, Helping Students with Podcast Projects, Creating Blojsam Web Templates

Skills

TOOLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, InVision, Anima, Abstract, Git, JIRA, Sublime Text, Atom, Terminal

DESIGN METHODOLOGY

Accessibility, Typography/Web Fonts, Design Systems, Style Guides, User Testing, Responsive Web Design, Intrinsic Web Design

CODE

HTML5, CSS3, LESS, Sass/SCSS, WordPress, WooCommerce, Haml, Twig, PHP, Javascript

Volunteer Work

- April 2014*
Nicaragua **VOLUNTEER & FUNDRAISER, SURF FOR LIFE**
• Helped to build a high school and cistern for rain water collection in rural Nicaragua
- July 2015*
Philippines **VOLUNTEER & FUNDRAISER, SURF FOR LIFE**
• Helped to build a preschool in Sulangan, Eastern Samar, Philippines.

Hobbies

Travel, Photography, Blogging, Letterpress Printing, Reading, and Writing Fiction