

Eric Mullen

UX + Product Designer

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Professional Summary

Thoughtful UX and Product Designer with 10+ years of experience crafting intuitive, responsive, and accessible digital experiences. I bring a collaborative mindset, strong design systems thinking, and a user-first approach to solving complex problems across SaaS, FinTech, and consumer-facing products. I'm most effective when aligning user needs with business goals — helping teams move quickly, stay grounded, and build with clarity. Comfortable working independently or alongside cross-functional teams to bring projects from idea to launch.

Professional Experience

LightSpeed VT

User Experience Designer

Las Vegas, NV (Remote) | 2016 - Present

Enterprise learning platform (EdTech) serving both B2B and B2C clients

- Led end-to-end redesign of the core platform using wireframes and interactive prototypes, resulting in improved usability and increased engagement on mobile and desktop
- Collaborated with developers to establish a foundational design system and web components to improve consistency and speed across product teams
- Partnered with stakeholders and developers in an agile environment to ship new features that supported onboarding and reduced friction for new users
- Incorporated data insights from FullStory and usage analytics to inform decisions and iterate on designs
- Experimented with AI tools to accelerate internal design workflows and content production

Robertson+Partners

Interactive Art Director

Las Vegas, NV | 2012 - 2016

Agency work supporting brands including McDonald's, Howard Hughes Corporation, and Nevada Health Co-Op

- Helped lead digital campaign design, including responsive websites, mobile apps, and rich media ads
- Guided junior designers and collaborated with creative and technical teams to meet deadlines and deliver high-quality work
- Created DoubleClick HTML5 campaigns that improved engagement metrics across multiple client campaigns
- Balanced visual storytelling with performance needs to support client objectives and user goals

Freelance & Contract

UI/UX Designer & Creative Consultant

2010 - 2022

Selected Clients: Cascada Financial (FinTech), Beachbody, LRG, SoundSight, Vibe

- Designed a flexible iOS application framework for a FinTech client, enabling quick customization across multiple white-labeled brands
- Led UI/UX and creative direction for early-stage startups and established brands across fitness, lifestyle, and technology industries
- Supported a wide range of deliverables including web design, branding, digital marketing assets, and product interfaces
- Focused on practical design solutions that balanced budget, timelines, and user experience

Additional experience available upon request.

Tools & Technologies

- **Design & UX:** Wireframing, Prototyping, Design Systems, Accessibility (WCAG), Figma, Sketch, Adobe CC, Traditional Print & Collateral Design
- **Development:** HTML, CSS, JavaScript (basic), WordPress
- **Research & Analytics:** FullStory, Google Analytics, ChurnZero, WalkMe

- **Workflow & Process:** Agile, Git/Zenhub, Cross-functional Collaboration
- **AI & Automation:** OpenAI, Claude, ElevenLabs, Cursor.ai

Education & Certifications

- **Temple University**
Bachelor of Arts, Film & Media Arts
- **Google DoubleClick Certified**
Rich Media Fundamentals, HTML5 Studio, Dynamic Creative

Notable Recognition

- **Silver - Art Direction**
Telly Awards (2016)
- **Best Rich Media/Online Advertising**
The Nationals Sales & Marketing Awards (2015)
- **Best Website + Best Advertising**
Silver Nugget Awards (2014)
- **2nd Place - Excellence in Communications, Public Awareness of Flooding**
NAFSMA (2014)
- **Bronze - Commercial, Not-for-Profit**
Telly Awards (2009)
- **Best in Show + Gold - Integrated Branding**
AIGA Las Vegas Work Show (2007)