Erin Dang

Product Designer

Experience

Principal Product Designer - Autodesk

2022 - 2024, San Francisco, Full Remote

Championed the comprehensive redesign of the Autodesk education experience, serving as the lead designer responsible for setting a new standard in user engagement for students and schools. In remote collaboration with executive stakeholders from multiple organizations, I devised and designed a strategic multi-year plan aimed at transforming students' first interaction with Autodesk's educational offerings. This initiative focused on creating a seamless, impactful first experience, setting the foundation for sustained engagement with Autodesk.

Senior Product Designer - Caffeine TV

2020 - 2022, Redwood City, Full Remote

Remotely lead and designed the video streaming and gamification features for the Caffeine App, defining its user engagement loops. Collaborated closely with executive stakeholders and cross-functional teams to translate the streaming platform's web-based experience to user-friendly iOS and Android mobile applications. Contributed to establishing the app's core user experience strategies, retention-enhancing features, and architecting user-generated content loops, which contributed to user engagement metrics.

Lead Product Designer - Pathlight, now Echo AI

2019 - 2020, San Francisco

Orchestrated the design of the Pathlight brand and web experience from stealth to public launch, playing a pivotal role in establishing its market presence. Collaborated closely with company executives and contributed strategic insights to product roadmaps. As well as conducting user research, designing features from concept to completion, and crafting the interaction design, ensuring a seamless and intuitive user experience.

UX/UI Designer - Pocket Gems

2016 - 2019, San Francisco

Launched 'Wild Beyond,' a mobile game that achieved 'Game of the Day' feature on the iOS App Store, underscoring its exceptional design. As a multidisciplinary designer, I conceptualized and implemented UI/UX features within the game, leveraging the in-game engine for seamless integration. Pioneered the establishment of comprehensive user research and usability testing processes, which enhanced development practices. This initiative served as a cornerstone for our user-centric design approach in game development."

UX/UI Designer - Ebates, now Rakuten

2012 - 2015, San Francisco

Directed the comprehensive redesign of the Ebates brand and web experience, directly leading to improvements in conversion rates, clickthrough rates, and user retention. Established the first cross-functional design and engineering process, fostering a collaborative environment that streamlined project execution. This strategic overhaul contributed to Ebates' being acquired by Rakuten for 1 billion in 2014.

Contact

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Skills

Design Software

Figma
Webflow
Proto.io
Adobe Photoshop
Adobe Illustrator

Methodologies

Product strategy and roadmap
User interviews
Usability testing
Accessibility design
Wireframing
Prototyping
Visual design
Interaction design

Strengths

Accountability
Leadership
Communication
Remote collaboration
Time management

Education

University of California, Davis
B.A. in psychology