

# ERIC DAVIS

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Hello. I am an experienced UX/UI Designer with over 13 years of creating digital experiences across a variety of platforms. I'm passionate about solving problems that meet the users needs, while exceeding business objectives. I have extensive experience in applying a wide range of research and analytical tools to get at the core of the problem. I create engaging and memorable experiences using user-centered design principles and agile processes.

## EXPERIENCE

Feb 2018 - Present

- **Sr. UX Designer** / Bodybuilding.com
  - > Built User-Centered design process
  - > Updated design system and component library to unify designs across all platforms
  - > Updated taxonomy structure for entire site; redesigned category pages and product filters
  - > Redesigned product pages to implement new features
  - > Led product team to develop strategies for content to commerce user journey
  - > Redesigned new navigation menu to reduce user frustration and improve findability
  - > Created the architecture and UI for a 5 star fitness tracking app.

Jan 2016 - Present

- **Usability Consultant** / v2isalie.com
  - > Clients include Jenson USA, REI, Baymard, Nashbar and Backcountry
  - > Provided full service UX audit on large scale eCommerce sites
  - > Identified process gaps that prevent teams from meeting initiatives
  - > Created taxonomy and categorization heuristics
  - > Developed wireframes and prototypes to communicate ideas
  - > Worked with Product teams to develop designs and content strategies
  - > Instructed leaders how to effectively manage teams with divergent thought processes

Aug 2017 - Feb 2018

- **UX Designer** / Bodybuilding.com
  - > Helped design new product pages and cart to improve pricing and promotion clarity
  - > Led redesign and content strategy for top 50 products by category
  - > Redesigned Homepage to support eCommerce business strategies
  - > Built wireframes and prototypes for training app
  - > Helped improve subscription signups through user research and design
  - > Structured design library for completed and in-flight work

May 2016 - March 2018

- **Director of Digital Experience** / Information Architecture Conference
  - > Identified process gaps for onboarding new volunteers
  - > Migrated site from Drupal to WordPress
  - > Created taxonomies and hierarchical site structure of yearly programs and session archive
  - > Developed content strategies to improve findability and SEO improvements
  - > Worked cross-functionally to implement the vision and design direction each year
  - > Designed a style guide for volunteers to align our print and digital assets

June 2015 - Aug 2017

- **Information Architect** / Vitalize
  - > Identified and created information architecture for new products
  - > Create personas and communicate user voice
  - > Built taxonomy and categorization heuristics
  - > Researched user behavior through data analytics and user testing sessions
  - > Identified areas of user confusion and present solutions to C-suite
  - > Defined project scope and business requirements for outside agencies
  - > Built enterprise level architecture for user journeys across all platforms
  - > Worked with data warehouse and BI to create proper meta data structures and asset tagging

Jan 2006 - June 2015

- **eCommerce Manager** / Bodybuilding.com
  - > Managed a team of developers and designers who built and maintained product and category pages
  - > Implemented a responsive design strategy that increased mobile engagement and conversion by 42%
  - > Transitioned company from a deprecated PHP based database to industry leading scalable CMS
  - > Created product taxonomy and categorization heuristics
  - > Worked with UX team to implement user centric design principles and business requirements
  - > Instituted SEO best practices to ensure top ranking for key product categories
  - > Improved interdepartmental process to reduce total product time to market from 54 days to 28 days
  - > Managed all new product launches and promotions
  - > Analyzed user behavior and site performance metrics to make strategic business decisions

## SKILLS

User-Centered Design  
UI Design  
User Research  
Competitive Analysis  
Data Analytics  
Usability Testing  
Rapid Prototyping  
Heuristic Evaluation  
Personas  
Wireframing  
Journey Maps  
Card Sorting  
Information Architecture  
Taxonomies  
Boxes and Arrows

## TOOLS

Sketch  
Principle  
InVision  
Zeplin  
Photoshop  
Illustrator  
Draw.io  
Omnigraffle/Visio  
Excel  
Keynote

## PROGRAMMING

HTML  
CSS  
Basic Java Script

## EDUCATION

2001-2005 B.A. Graphic Design & Marketing / Boise State University

## INTERESTS

Mountain Biking  
Camping  
Hiking  
Craft Beer  
Psychology  
Reading