

# ERIN McDERMOTT

Senior Product Designer



## EXPERIENCE

NOV 2016 - TODAY

### **Founder + CEO, *EM Workshop***

Designed and built over 40 bespoke websites for clients across a wide range of industries leading to an increase in traffic, conversions and brand affinity.

Established and maintained a superb level of client service through clear communication, timely project delivery, and exceptional customer support, resulting in high client satisfaction and repeat business.

Developed detailed project proposals, strategy documents, design systems, wireframes, styleboards and design prototypes for clients using Adobe XD.

Leveraged Squarespace and Shopify platforms to provide clients with the ability to manage content and product information with ease.

Utilized HTML, CSS, JS and Liquid to achieve the highly customized design aesthetic developed for clients, as well as usability and performance goals.

Implemented SEO best practices to improve visibility and ranking on SERPs, driving organic traffic and maximizing online exposure for clients.

Provided ongoing maintenance and support services to clients post-launch, including design updates, new feature development, content management training and performance optimizations.

NOV 2016 - DEC 2017

### **Product Designer, *NYU Langone Health***

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## Senior Product Designer

NOV 2016 - DEC 2017 **Product Designer, *NYU Langone Health***

Managed an onshore/offshore development team running on a 2-week sprint cycle to design and build new features for internal websites and applications throughout the hospital.

Collaborated with developers to ensure design feasibility and consistency, providing detailed design specifications, mockups, prototypes, assets, and guidance throughout the development lifecycle.

DEC 2015 - NOV 2016 **Principal Consultant, *Sapient Razorfish***

JUN 2014 - DEC 2015 **Senior Analyst, *Sapient Razorfish***

JAN 2013 - JUN 2014 **Business Analyst, *Crown Partners***

MAY 2012 - JAN 2013 **Associate Analyst, *Crown Partners***

*\*Crown was acquired by PublicisGroupe in 2014*

Led cross-functional teams in the development, integration and launch of enterprise ecommerce SAAS implementations - with an emphasis on Adobe Experience Manager and SAP Commerce Cloud products - ensuring alignment with business goals, user needs, and technological feasibility.

Clients varied across a wide range of industries, from a multinational corporation with a diverse portfolio of home appliances to a luxury jewelry brand known for its distinctive designs and craftsmanship.

Acted as a liaison between stakeholders, including executives, product owners, developers and designers to ensure clear communication, alignment of priorities, and timely resolution of issues.

Collaborated with developers to ensure design feasibility and consistency, providing detailed design specifications, mockups, prototypes, assets, and guidance throughout the development process.



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## ***SapientRazorfish (continued)***

Supported the end-to-end product lifecycle from conception to launch, including requirements gathering, prioritization, design, development, testing, and rollout.

Fostered a design system approach to maintain consistency and scalability across products and platforms, resulting in improved design efficiency and a cohesive brand and content management experience.

Contributed to the growth of the implementation team by mentoring junior analysts and cultivating a collaborative and inclusive culture within the organization.

## **EDUCATION**

### **Bachelor of Arts in Architecture**

Miami University of Ohio  
2008-2012

## **SKILLS**

Adobe Suite:  
Photoshop, Illustrator,  
XD, Indesign

Figma, Sketch, Shopify,  
Squarespace, HTML, CSS

## **CERTIFICATIONS**

SAP Commerce Cloud  
Certification, 2014

## **WEBSITE**

[www.emworkshop.co](http://www.emworkshop.co)

## **REFERENCES**

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