Erin Flachsbart

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EXPERIENCE

User Experience Consultant | October 2024 - present

- Offered freelance UX services, including Figma wireframing and prototyping, visual design and illustration using Adobe Creative Suite, and providing expertise in design systems, accessibility, front-end design, and design thinking

UX Designer, Design Systems Group | Discover Financial Services | July 2024 - October 2024

- Created guidelines for components, patterns, and Radiant Design System v1 elements to ensure user-friendliness and a modern, reliable product experience
- Conducted audits on existing UI elements; built and optimized 20+ Figma design system components to enhance usability and enable 100% compliance with WCAG 2.2 accessibility standards
- Collaborated with 10+ stakeholders across business, experience design, product management, engineering and development teams to define requirements of digital experiences and design system elements

Senior UX Designer, Design Foundations | Nielsen Media | January 2023 - February 2024

- Led the creation of the Unity Design System, building Figma and React components and patterns, and writing content, visual design, localization and accessibility guidelines
- Mentored and led 10+ product designers, product managers, and developers to achieve data-driven, ethical, impactful, and innovative outcomes for cross-functional teams
- Managed the design process for 30+ projects with variable timelines in a fast-paced Agile environment, including ideation and design review
- Facilitated learning and implementation of best practices in designing Nielsen products for 30+ colleagues
- Enabled rapid cross-functional delivery of high-quality experiences for over 40,000 employees in 55+ countries

Senior UX Architect | Nielsen Media | August 2016 - January 2023

- Trained and advised a team of 10+ designers on wireframing and prototyping techniques using Figma, Axure, Sketch, Miro, and Adobe Creative Suite
- Guided teammates in creating precise designs and solving complex design challenges for 30+ new and legacy B2B and SaaS projects across 2 distinct design systems

- Led scoping, planning, and documenting process and information architecture for a $90M business unit with 400+ customers, integrating cloud and enterprise systems
- Communicated design strategy and rationale by substantiating decisions with research, focusing on core needs, user journeys, task analyses, and design thinking
- Led the design of the Nielsen Analytics Console, a data collection portal supporting data analytics modeling products; conducted research to identify scope and address 20+ major pain points in workflows

EDUCATION

M.S., Human-Computer Interaction | DePaul University | June 2016

CERTIFICATIONS AND TRAINING

Subatomic: The Complete Guide to Design Tokens by Brad Frost and Ian Frost | May 2025

VOLUNTEERING

Resource Center and Archive Library | Old Town School of Folk Music | January 2026
Operation: Airlift Teen STEAM Challenge | Adler Planetarium | February 2026

SKILLS

Other Design Tools: Sketch, Miro, FigJam, Angular, Storybook, d3.js
Design Techniques: Product design, Interaction design, Responsive design, Data visualization, Information architecture, Human-centered design, Systems thinking, Stakeholder management
Design Systems: Accessibility standards, Component libraries, Design tokens, Technical writing, AI tools, Prompt engineering, Pattern design, Design systems at scale, Design operations
Research Methods: User research, Design research, User flows, Journey mapping, Qualitative research, Quantitative research, Affinity diagramming, Heuristic evaluation, Process optimization