

Erin Flachsbart (she/her)

Email: erin@mataglap.com | Phone: +1 312.286.7469 | Location: Chicago, IL

Portfolio: erinflachsbart.webflow.io | Password available upon request | LinkedIn: linkedin.com/in/eflachsbart

SUMMARY

I'm a senior and lead product designer with more than 12 years of experience, specializing in SaaS and enterprise UX, design systems, and accessibility. My industry background spans fintech, media, big data, data analysis, and advertising.

With an M.S. in Human-Computer Interaction and early-career roots in front-end development and database design, I bring a systems-level understanding of engineering realities to design execution.

I'm an expert in driving scalable, inclusive, and research-informed design strategies across complex applications. I have mentored junior designers with empathy and transparency, and I have consistently and effectively guided cross-functional stakeholders in aligning strategy, collaborating with product, design, and engineering teams.

EXPERIENCE

Contract UX Designer | 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

User Experience Designer | Tukaiz Marketing | August 2015 - August 2016

User Experience Consultant | Edelman | May 2014 - August 2015

Mobile Front-End Developer | FCB Chicago | April 2012 - May 2014

Senior Mobile Front-End Developer | Sears Holdings | June 2011 - April 2012

Director of Digital Media | WLS-AM and WLS-FM | January 2010 - January 2011

Web Developer, Oprah.com | Harpo Productions | February 2007 - January 2010

SKILLS

Design Tools: Figma, Adobe Creative Suite, Axure, Sketch, Miro, FigJam, React, Angular, Storybook, d3.js, Git, Gitlab, HTML, CSS, Javascript, Jira

Design Techniques: Product design, User-centered design, Interaction design, Responsive design, Data visualization, Information architecture, Design thinking, Prototyping techniques, Systems thinking, Rapid prototyping, Stakeholder collaboration, Agile UX, Design operations,

Design Systems: WCAG 2.2 accessibility standards, Component libraries, Design tokens, Technical writing, AI content tools, Pattern design, Attention to detail, Design systems at scale, Design operations

Research Methods: User research, Design research, Usability testing, Qualitative research, Quantitative research, Affinity diagramming, Heuristic evaluation, Process optimization

Roles: Lead Product Designer, Senior UX Designer, Senior UX Architect, Front-End Developer

EDUCATION

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

B.A., Communications: Broadcast and Film Production, University of Iowa

CERTIFICATIONS AND TRAINING

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

Sybase SQL Server Administration