



# ERIN HURLEY-BROWN

## PRODUCT DESIGN MANAGER

erinhurleybrown.com

 /erin-hurley-brown

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(804) 382-3295

### WORK EXPERIENCE

#### Snagajob / Product Design Manager

FEB 2020 - PRESENT, RICHMOND, VA

- Lead product design on all employer market products for 1,300 employer account holders who want to hire the 250,000 active job seekers who visit our site each day. Increased visits by 10% in 9 months with more engaging and problem-solving product design solutions.
- Drive and lead product vision with c-suite executives, from product management to engineering, to create unforgettable employer product experiences and direct-to-interview features including hiring events and candidate match.
- Performed a complete product design audit on all employer products, completed a competitive analysis and developed best-practice recommendations for product improvements, including a responsive and mobile navigational system, progressive filtering and filter chips.
- Manage workflows to ensure that all designs are executed on time, set priorities based on product team KPIs and direct team to ensure timely delivery of UI to development teams.
- Perform and lead user research and usability studies, write thorough user testing documentation, generate user stories and customer journey maps that are shared with executive team members, product leads & product marketing to influence product iteration and development.
- Provide leadership and mentor product designers to develop their skills, achieve career goals and improve their design process. Create long-term staffing plans and forecasting, as well as individual goal setting for performance plans and employee reviews.
- Assist in scaling teams, lead onboarding and interviewing for new product design staff members, copywriters and contractors. Manage product design tools and annual contract renewals.

#### Singlestone Consulting / Senior Consultant, UX Design

AUG 2016 - FEB 2020, GLEN ALLEN, VA

- Spearheaded product design for a *Fortune* 500 client app development project: a \$2M project that ran over the course of 28 sprints in just over a year. This skills-development app serves 4,071 registered café and branch associate users across the nation.
- Led product design efforts for an enterprise e-learning management application that assists in curating 30,679 pieces of content within seconds, for an internal associate learning hub for technology training.
- Worked directly with *Fortune* 500 client product owners & subject matter experts to design and produce educational materials for a new e-learning application, enabling 51,985 associates with tech and leadership skills. Topics included DevOps, Cloud Encryption and Cloud Computing.
- Led a team of *Fortune* 500 client stakeholders & product managers to define and prioritize their near- and long-term product goals with user research and discovery, wireframes, user flows, prototypes and product-training manuals.

#### Elevation Advertising / Senior Designer

SEP 2015 - AUG 2016, RICHMOND, VA

- Led design efforts and contributed to creative concepts, detailed design, enhancements and execution of creative digital media for clients such as Afton Chemical, Duke's Mayonnaise, McKesson Specialty Brands, MCV Foundation and Swedish Match.
- Led creation, maintenance and execution of departmental production standards for new and existing designs to ensure on-brand client experiences in all channels.
- Art-directed new product photography and created packing, billboard and in-store retail display designs for Swedish Match.

### EDUCATION

#### BFA, Communication Arts & Design

VIRGINIA COMMONWEALTH UNIVERSITY

### AREAS OF EXPERTISE

User Experience Design & Research  
Wireframing and UI Prototyping  
Creative Direction  
User Empathy  
Interaction Design  
Strategy and Product Vision  
People Management and Employee Development  
Project Management  
Personas and User Stories  
Excels in Agile/Scrum Environment

### TECHNICAL SKILLS

Figma  
Sketch  
UserTesting.com  
Adobe Creative Suite  
Balsamiq  
Invision  
Miro  
Basic HTML, CSS

### AWARDS

#### Capital One TechXcellence Award / 2017

- Q4 Award for the Insite Dashboard Project

#### The Richmond Show / 2016

- Old Dominion: Illustrated Poster
- Prosciutto di Parma: Art Direction for Photography (Best in Show)

#### Virginia PRSA Awards / 2015

- Award of Merit: Amtrak Virginia, Infographics

#### The Richmond Show / 2015

- Amtrak Virginia, Illustrated Brochure

#### Virginia PRSA Awards / 2012

- Award of Merit: Barnes & Noble College Booksellers, Website
- Award of Merit: Big Brothers Big Sisters of Virginia, Brochure

#### Virginia PRSA Awards / 2011

- Award of Merit: Virginia Foundation for Community College Education, Great Expectations Website

#### Virginia PRSA Awards / 2010

- Award of Merit: Virginia Foundation for Community College Education, Public Service

**WORK EXPERIENCE CONTINUED...**

**Virginia Commonwealth University / Adjunct Faculty Member**

JAN 2003 - JAN 2015, RICHMOND, VA

**Communication Arts & Design / Senior Portfolio**

SPRING 2003 - SPRING 2005

- Students focused on the curation of portfolios that aligned with their professional goals. Integrated effective oral, written and visual communication, critical thinking and advanced studio and professional practices.

**Communication Arts & Design / Digital Drawing**

SPRING 2003 - SPRING 2005

- Students explored the use of computer techniques in the creation of personal work, and were introduced to relevant conceptual themes and professional methods and practices.

**Mass Communication / Technical Prowess (Richard T. Robertson School of Media & Culture)**

SPRING 2014 - SPRING 2015

- Students examined the functions of visual and graphic communication in print and digital media. Focused on mastery of graphics software (Adobe Creative Suite) and basic design principles.

**Padilla / Senior Designer**

JAN 2007 - SEP 2015, RICHMOND, MINNEAPOLIS, NEW YORK, NORFOLK, LOS ANGELES

- Owned the visual brand story, concept to art-direction, for clients across all social, digital and PR channels, maintaining a consistent look, feel and vision. Clients included Air New Zealand, Avocados of Mexico, Barnes & Noble College Booksellers, Bridgestone, Prosciutto di Parma, Teenage Mutant Ninja Turtles and Children's Hospital of Richmond at VCU.
- Reinvented, art-directed and launched the new visual photography brand direction for internationally known Prosciutto di Parma, which received a Best In Show award for photography from the Ad Club.
- Oversaw all data visualization creation for clients such as Amtrak, Barnes and Noble College Booksellers, Blue Cross Blue Shield, Bridgestone Tires, Longwood University, Carmax, United Automobile, Aerospace & Agricultural Workers of America (UAW), BASF and Prosciutto di Parma.
- Developed and implemented website and social media campaigns, and illustrated video content to maximize target audience impact and engagement. Created marketing materials to support PR events, trade shows, programs and general consumer communications.
- Collaborated with new-business director and sales teams to deliver project engagement timelines, full description of services to be rendered and final calculation of all design department project estimates.
- Managed design department budget for hiring freelance staff, including illustrators, copywriters, videographers, photographers and vendors.

**Oliver Creative (acquired by Padilla in 2007) / Senior Designer**

SEP 2005 - JAN 2007, RICHMOND, VA

- Created and conceptualized a variety of design deliverables across digital and print, including marketing materials, web, social media, & illustration, for clients such as T-Mobile (Sprint), Thomas Jefferson Planning District Commission, VCU Health Systems, and Virginia Economic Development Partnership.

**Richmond.com / Interactive Designer & Editorial Art Director**

AUG 2000 - SEP 2003, RICHMOND, VA

- Designed and maintained HTML/CSS code for the website and produced online banner advertising for all promotional partners.
- Assisted editorial team with daily artwork requirements including editorial photography and digital illustration.

**VOLUNTEER WORK**

**James Madison University / 2021**

Guest Lecturer

**Virginia Museum of Fine Arts / 2019-2020**

Fine Arts Tour Guide/Docent

**Henrico Christmas Mother Council / 2018**

Warehouse Volunteer

**FeedMore / 2016-2018**

Backpack Program Volunteer

**Virginia Commonwealth University / 2013-2019**

Communication Arts Department Advisory Board

**Virginia Commonwealth University / 2013**

Guest Lecturer

**Young Entrepreneur's Symposium / 2012**

Round Table Speaker

**Junior Achievement USA / 2011-2012**

Sports Marketing Educational Volunteer

**Freedom House of Richmond / 2009-2011**

Board Member & Marketing Committee Volunteer

**Girl Scouts of Virginia / 2005-2006**

Marketing Committee Volunteer