

ERIK TAYLOR

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years designing across the full product lifecycle, from discovery research to shipped UI, in enterprise web, native mobile, and B2B SaaS. Designs AI and agentic tools and works with them daily: built JEM, an AI journey-mapping tool that surfaced 20 friction fixes (10 shipped within a week), plus 10 agentic design workflows in Claude Code. Built Tovuti's design system from the token layer up for 8-12 engineers, with WCAG 2.1 AA accessibility and inclusive design as the baseline. Four years in regulated financial services, turning research into recommendations for executive audiences and getting product, engineering, and compliance to commit to them.

PROFESSIONAL EXPERIENCE

Tovuti LMS

Product Designer

Remote

July 2025 – June 2026

- Architected the end-to-end user journeys behind JEM, an AI journey-mapping tool built partly in Claude Code that cross-references Zendesk support tickets, HubSpot CRM notes, and Slack threads against research; required evidence behind every plotted friction point, which surfaced 20 friction fixes, 10 of them shipped as quick wins within a week
- Built and governed Tovuti's design system on own initiative: audited existing components, rebuilt the Figma library by forking Vuetify's structure instead of inventing a parallel system, and defined the token layer (color, type, spacing) first
- Set the governance rule that every custom component must trace its lineage to a framework primitive, getting 8-12 engineers building from one shared taxonomy instead of one-off components
- Designed and shipped 10 self-initiated agentic, AI-assisted design workflows in Claude Code for research synthesis, competitive analysis, discovery documentation, and handoff specs; cut manual research work by an estimated 10-15 hours per cycle
- Worked on an AI-powered Slack bot that Tovuti's sales team could chat with, a conversational interface designed around Slack as a third-party platform
- Designed across Tovuti's web platform and native mobile app, turning multi-source research into backlog priorities with product and engineering and tying each design choice to a business goal
- Built WCAG 2.1 AA into every component so accessibility held across the system rather than getting patched in late

Transamerica

Senior UX Designer

November 2020 – November 2024

- Led the high-fidelity redesign and information-architecture overhaul of an advisor-facing platform, grounded in research with 100+ financial advisors, behind a 30% jump in new-agent onboarding adoption
- Led field research to recover the WFG 365 mobile app launch, the successor to an app WFG's 100,000+ agents relied on; traced top leaders' rejection to missing features they used daily to run their teams, turned it into a prioritized brief (paycheck tabs in the bottom nav, team points and recruits tabs, compact shareable reports), and reviewed wireframes with agents before handoff; the leader-requested features shipped in the October 2023 update
- Pushed for user interviews, surveys, and usability testing on an agent portal redesign already in motion, then turned the findings into role-based personalization (sales tools for licensed agents, team-metrics oversight for senior agents) and a custom design system built for WFG's branding and functional needs; validated the navigation revamp with A/B testing
- Designed omnichannel service journeys across web, mobile, and phone channels, mapping where advisors got stuck moving between them and defining the future-state experience for engineering
- Ran cross-functional workshops with compliance, product, and engineering, using real user evidence to shift product direction and surface service gaps leadership hadn't seen
- Set the UI/UX standards the design team built against and mentored designers on accessibility and visual systems through critique

IBM (via APC)

Product Owner / UX Designer

July 2017 – July 2020

- Owned product strategy and end-to-end design for a global internal platform running on aging legacy systems, serving teams across regions
- Translated discovery research and ambiguous business requirements into backlog priorities for agile teams, working with engineering on feasibility and build cost; contributed to 20% adoption growth

IBM (via APC)

Team Lead / Copywriter

January 2010 – July 2017

- Ran global content operations producing 2,500+ client profiles a year across distributed teams; redesigned the editorial workflow to be 50% more efficient

PORTFOLIO

eTaylor.co — case studies across the product lifecycle, from problem definition and research through design and shipped product: JEM (AI journey mapping) • Tovuti Design System • WFG 365 Mobile App • WFG Agent Portal & Advisor Navigation • IBM Guidebook

EDUCATION

University of Denver

UX Design Bootcamp Certificate (2020)

Human-centered design, qualitative research, journey mapping, usability testing

University of Massachusetts Amherst

B.A., English Language & Literature

SKILLS & CORE COMPETENCIES

Product Design: End-to-End Product Lifecycle • Discovery • Interaction Design • Visual & UI Design • High-Fidelity Prototyping • Information Architecture • User Flows • Complex Workflow Simplification

AI & Agentic: Designing Agentic Platforms & Tools • Agentic Workflows • Conversational Interfaces (Chat) • AI-Assisted Research Synthesis • Custom AI Skill Development • Rapid AI Prototyping

Platforms & Devices: Responsive Web • Native Mobile • Webviews • Cross-Browser & Multi-Device Design • Omnichannel Journeys (Web, Mobile, Phone, Chat) • Third-Party Tools & Integrations

Inclusive Design: Accessibility (WCAG 2.1 AA) • Internationalization & Localization • Designing for Human Diversity • Component-Level Accessibility Standards

Design Systems: Component Libraries • Design Tokens • Governance • Multi-Platform Consistency • Design-to-Engineering Handoff

Research & Strategy: User Research • Field Research • Usability Testing • A/B Testing • Surveys • Journey Mapping • Service Blueprinting • Jobs-to-be-Done • Data-Informed Decisions

Leadership & Collaboration: Executive Presentations • Strategic Partnerships • Influence Without Authority • Workshop Facilitation • Design Critique • Mentorship • Agile & SAgE Delivery

Tools: Figma • Figma Make • Adobe Creative Cloud • After Effects • Sketch • Miro • Claude • Claude Code • Jira • Notion • GitHub • Zendesk • HubSpot