


# ERICA NAFZIGER

## PRINCIPAL PRODUCT DESIGNER



### PROFILE

I am a skilled product designer with 7+ years of experience in interface design, user research, design systems, and front-end development. Known for my rapid learning, adaptability, and technical background, I have been recognized as a top performer and a trusted go-to resource for my design expertise.

 (971) 269-9799

 ericanafziger@gmail.com

 Seattle, WA

 ericanafziger.com

### SKILLS

Wireframes, Mockups & Prototypes

Figma Proficiency

Design System Management

Rapid Prototyping - HTML, JS, CSS

Adobe Creative Cloud

A/B Testing - VWO, Optimizely

Project Management - Ansira, Jira

User Research - Maze

Front-End Development

Google Analytics & Tag Manager

### EDUCATION

#### EPICODUS

UX & Front End Development  
2016 - 2017

#### BA DIGITAL MEDIA

Eastern Mennonite University  
2010 - 2014 *Summa cum laude*

### EXPERIENCE

#### PRINCIPAL PRODUCT DESIGNER

Act-On Software // 2024 - Present

- Design mentorship and consultation on priority initiatives.
- Key collaborator on efforts to embed AI features in the product.
- Identified and documented gaps in customer feedback mechanisms, successfully advocating for process enhancements.

#### SENIOR PRODUCT DESIGNER

Act-On Software // 2022 - 2024

- Spearheaded multiple high-impact projects driving significant improvements in UX and product capabilities.
- Played a pivotal role in improving and maintaining the design system to ensure consistency and scalability across the product.
- Fostered strong partnerships with engineering teams to translate design concepts into functional features.

#### MANAGING PARTNER & DESIGN LEAD

Foundry 503 // 2018 - 2022

- Directed eCommerce storefront development in Liquid, using design system-based implementations.
- Managed retainer client timelines, budgets, and deliverables.
- Introduced strategies to speed up the design-to-development process, boosting client satisfaction.
- Profitable business model from the outset, sustained 4+ years.

#### UX SPECIALIST // SENIOR UX SPECIALIST

Ansira (formerly SQ1) // 2017 - 2018

- Maintained internal design systems for clients, improving efficiency.
- Led A/B testing and prototyping, boosting conversion rates and ROI.
- Conducted heuristic reviews based on research and UX best practices.
- Collaborated closely with engineering teams on project execution.
- Recognized as Employee of the Month and promoted twice.