



ERIN HUBA

Lead/Principal Product Designer

Erin leverages 12+ years of design experience to craft elegant and accessible experiences, driving success for startups and beyond. She specializes in creating platforms that unite people and enhance daily lives with impactful design. Working remotely from Boston, Erin is dedicated to delivering exceptional results that resonate with users and drive business growth.

CONTACT

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- Boston, MA

TECHNICAL SKILLS

- Figma
- Webflow
- Sketch
- Adobe Creative Suite
- InVision
- JIRA
- Confluence
- Slack
- Prezi
- Wordpress
- Canva
- XHTML
- CSS

SKILLS

- Interaction Design
- Responsive Design
- Mobile Design
- Visual Design
- Icon Design
- Campaign + Branding
- Project Management
- Agile Packaging Design
- Information Design
- Editorial Design
- Watercolor
- Screen Printing
- Printmaking
- Photography

EDUCATION

Rochester Institute of Technology
2011
BFA | Graphic Design

HONORS & ACTIVITIES

- Committee Member - Wellesley Mother's Forum
2024-Present
- Community Connector Group Leader
Riverbend School
2022-Present
- Rogers Rock Club (HOA)
President 2020-2022
Board Member 2019-2023
- American Packaging-Design Competition 4th place winner for Oreo Cookies
- Vignelli Center for Design Studies at RIT Volunteer
- American Institute of Graphic Artists RIT Chapter
- KEEP Rochester
- World Challenge Expeditions

WORK EXPERIENCE

Lead Product Designer

Vizibly.io, Remote | March 2022-January 2024

Accounting product for multifamily real estate.

- Spearheaded the design and development of a revolutionary Planning Platform for multifamily operators, resulting in enhanced budget monitoring, and management at property and portfolio levels, driving a 75% reduction in manual budgeting hours .
- Created user-friendly UX/UI for alpha software, resulting in increased user adoption and satisfaction, facilitating smoother onboarding and usage.
- Implemented a comprehensive design system, empowering developers for efficient UI creation and minimizing design discrepancies, resulting in faster development cycles and improved product quality.
- Conducted design workshops to foster collaboration across departments, resulting in a cohesive product roadmap that aligned with business objectives and user needs.
- Redesigned account software, simplifying complex tasks and improving usability for asset managers, resulting in increased productivity and reduced error rates.
- Managed the product design process from launch to scaling, ensuring seamless development and implementation, resulting in timely product releases and successful user adoption.
- Designed and wireframed the Vizibly.io marketing website, collaborating with a Junior Designer to implement it in Webflow, boosting our sales traffic.
- Managed outsourcing of marketing collateral, saving company costs while driving creative direction, resulting in high-quality materials that effectively communicated the brand message.
- Developed wireframes for user research and validation, collaborating with the CPO on MVP features and product planning for a stealth mode offering, resulting in a successful product launch leading to a company-wide product pivot.
- Provided valuable insights and guidance to ensure the success of Decision Studio 2.0, actively advising and mentoring its development.

Senior Product Designer

Splash, NYC | May 2019-Oct 2019

End-to-end event marketing.

- Led the Android app design, defining MVP features for successful beta launch, ensuring alignment with user needs.
- Drove core CRM system overhaul, shaping Splash's future direction through user research and design sprints.
- Established Atomic Design Library, ensuring brand consistency across products and marketing materials.
- Directed design for global product team, fostering collaboration and cohesive vision.
- Mentored design team members, fostering growth and delivering impactful designs.

Senior Product Designer

Sevenrooms, NYC | Dec 2016-Oct 2018

A platform for hospitality operators to acquire, engage and understand their guests.

- Led the functional and visual redesign of booking widgets, from ideation to go-to-market plan, resulting in increased revenue for both clients and SevenRooms.
- Served as Lead designer for the successful redesign and development of an internal booking system, enabling a successful rollout for one of the largest international restaurant groups.
- Oversaw the creative direction of the internal atomic design asset library, ensuring seamless handoff and approval with developers.
- Implemented company-wide user research sessions with clients to document daily use scenarios and gather data for current and future feature growth.
- Managed and prioritized design needs and requests, while also providing education on new product features to internal teams.
- Led the successful full brand and identity relaunch of SevenRooms.com in collaboration with the Marketing team, Product team, and external design agency.
- Successfully outsourced design processes, resulting in annual savings of over \$78,000.

Lead UX/UI Designer for CRM and Mobile

Accela, NYC/SF | May 2015-Dec 2016

Lead UX/UI Designer

PublicStuff, NYC | June 2014 - May 2015, acquired

Civic engagement platform that helps residents and local governments connect to improve their communities.

- Led visual redesign of consumer facing mobile app to enhance the request submission flow and improve the branding opportunities for individual cities.
- Developed styleguide and template system for design and sales team to use with internal and external documentation.
- Designed new in-depth SaaS reporting system for visualizing and analyzing large amounts of data.

Interactive and Visual Designer Jr. Interactive and Visual Designer

Slice Technologies, Palo Alto, CA | April 2012-May 2014
Acquired August 2014 | Rakuten

Online Shopping Smarter

- Led the complete visual and interactive redesign of Android and iOS apps.
- Created responsive web interface and logo for Slice's social reading app.