

Eric Baze

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User Experience & Visual Designer

Toolkit

Lean UX / Guerrilla Testing
Wireframing / Prototyping
Information Architecture
Usability / Accessibility
Sketch / Axure / Balsamiq
Responsive / Mobile

Photoshop / Illustrator
Digital Marketing
Branding
Infographics
Exhibit Design
Photography

Agile / JIRA
HTML / CSS
Moderate Javascript / jQuery
Bootstrap / Zurb Foundation
PHP/MySQL
Coda

Recent Projects, May 2012 - Present

- **Verb** - I build responsive client competition sites, sometimes consulting on user-experience and information architecture issues for their proprietary software product.
- **Solarwinds** - Interpreted user stories and requirements documents to design high-definition wireframes for new Orion network-management software widgets.
- **Dell** - Designed digital and print promotional materials for Services Marketing group, including infographics, responsive emails, white papers, data sheets, etc.
- **Academy Sports + Outdoors** - Interpreted competitive research to design and build a mobile-first responsive Career site to attract potential employees.
- **CORT** - Designed and built the company's first corporate Intranet, from concept to launch.
- **TWGPlus** - Designed and wrote copy for several client digital and print campaigns, including responsive digital view-books, lead-generation micro-sites, emails and a variety of print materials.
- **Digby** - Lead design of company-wide, rebranding efforts across devices and media. Consulted on user experience for company's location-based marketing software and client mobile apps.
- **Continuum Analytics** - Consulted on user experience for initial version of unreleased software product. Produced visual design and copy for all digital and print materials.

Previous Experience

Senior Web Developer, North Lake College, 2005 - 2012
Creative Coordinator, ConferenceCall.com, 2002 - 2005
Web Producer, Travelocity, 2001

Information Architect, Move, 2000
Affiliate Support, Match.com, 1999

Education

M.F.A., M.A., Art & Technology, The University of Texas at Dallas
B.A.A.S., Applied Business Technology, The University of Texas at Brownsville
A.A.S., Information Management Technology, Texas State Technical College - Harlingen