

# Eric Baze

User Experience Strategist and Designer

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## RECENT WORK

### **SailPoint** — *Senior UX Strategist*

OCTOBER 2018 - PRESENT

Craft and evangelize sustainable solutions for increasing lead conversion and content engagement across public-facing channels.

Drive thought leadership and champion UX concerns across the organization.

Collaborate with the team to create strategies to identify customer types, understand user journeys, measure user engagement and develop content personalization.

Integrate UX, SEO, social and video strategies to increase demand generation and user engagement.

Build and manage the corporate design system and supporting UI libraries.

Manage projects on behalf of the Digital team in Asana.

Mentor junior team members and facilitate their work through project-based workshops.

### **CreditCards.com** — *Senior Multimedia Editor*

SEPTEMBER 2016 - OCTOBER 2018

Managed and mentored a small team of creatives responsible for producing visuals and interactive content for Editorial.

Increased content engagement through implementation of improved UX, social and SEO best practices.

Collaborated with engineering to drive UX and infrastructure enhancements to Editorial content and proprietary CMS.

## PREVIOUS EXPERIENCE

**Freelance** — *UX, Visual Design & Development Consultant*, 2012 - 2016

**Dallas College** — *Senior Web Developer*, 2005 - 2012

**InterCall** — *Creative Coordinator*, 2002 - 2005

**Travelocity** — *Web Producer*, 2001

**Move** — *Information Architect*, 2000

**Match** — *Affiliate Support*, 1999

## SKILLS

Accessibility / Agile / Asana /  
Branding / Chatbots / Confluence  
/ Content Orchestration / Design  
Thinking / Digital Marketing /  
Front-End Development / Guerrilla  
Testing / Illustrator / Inclusive  
Design / Information Architecture  
/ Interaction Design / InVision /  
JIRA / Learn UX / Personalization  
/ Photography / Photoshop /  
Podcasting / Prototyping /  
Responsive Design / SEO /  
Sketch / Social Media /  
Wireframing / UI Design / Video

## EDUCATION

### **UT-Dallas**

M.F.A. in Art & Technology

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### **UT- Brownsville**

B.A.A.S. in Applied Business  
Technology

### **Texas State Technical College**

A.A.S. in Information  
Management Technology