



Eric Vincent

Lead / Principal Product Designer

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PROFILE

Product designer with 10+ years of experience, most of it in places where the problem was messier than the brief: a regulated flight-tracking system, three research organizations without a shared vocabulary, a pre-seed startup with no design system and a roadmap that couldn't stop. Strong in design systems, UX research, and conversion rate optimization, from 0-to-1 builds to enterprise modernization. Data-driven, and adaptable in start-up and agency environments where one designer wears several hats.

FOCUS

- ✓ Design systems & component libraries
- ✓ UX research & usability testing
- ✓ Data-driven design strategy
- ✓ Conversion rate optimization
- ✓ User flows & prototyping
- ✓ Workshop design
- ✓ Team leadership
- ✓ Enterprise & complex systems
- ✓ Information architecture & process design
- ✓ Marketing & ecommerce
- ✓ Branding & rebranding
- ✓ Start-up & agency experience

EXPERIENCE

↳ Game Caviar

Mar 2025 – Present

Principal Product Designer · sole designer, 6th hire

Only product designer at an early-stage games-industry startup, covering design systems, research, and product design.

- **Design system, built live.** Built the system underneath a shipping product: a Figma Variables token architecture, a custom naming convention that bridges into the Tailwind codebase, and per-client white-label theming through Figma Modes. Built 11 new components and closed a WCAG contrast gap. Connected component instances have more than doubled since rollout began, and engineers report faster implementation where the system applies.
- **Research that set the roadmap.** Ran the company's only research function through client interviews that validated in-progress work and surfaced new priorities. Shipped Advanced Search, an AI-powered natural-language search, scoped at 40 engineering points versus 93+ for the next phase, and delivered Full Screen Profile in about three months.
- **Pitch and sales support.** A Diligence feature moved a publisher from demo to contract review the same day. Dashboard and Financials concepts supported publisher and investor pitches, including a Microsoft/Xbox pitch that led to two follow-up meetings with their leadership.
- **Operating across initiatives.** Sequenced the design system, roadmap, and investor concepts through a 3–4 engineer team, building foundations into feature work so the roadmap never paused.
- **Now.** Designing messaging with team and individual permissions, and working with the front-end engineer on a Figma-to-code workflow using Figma MCP and Claude Code (in progress).

↳ Stellar Elements

Nov 2021 – Sep 2024
Austin, TX

Lead Experience Design Consultant · hybrid

End-to-end product designer and strategy consultant for enterprise, B2C, and B2B products. Clients included Southwest Airlines, ExxonMobil, FedEx, Comcast, Dell Technologies, and Apiture. Started a mentorship program for junior designers.

- **Southwest Airlines.** One of three designers modernizing SWIFT, a 29-year-old flight-tracking system covering 800+ planes and 4,000 daily flights, into the web-based WOLF, the seventh attempt after six prior failures. Without access to the live system, interviews with Superintendents of Dispatch surfaced that they work in darkly lit rooms, which sparked a dark-mode component initiative contributed back into the Jetstream design system. Designed Hold Flight windows, stepper inputs, and extended tables across three core tables, and handed off the full roadmap despite a shortened design phase.
- **ExxonMobil.** Sole experience designer on Streams, the fifth attempt at a unified R&D planning tool after four prior tools failed to gain adoption, and on the TIDEx process model behind it. Brought three siloed organizations onto one system in six months, against an estimated \$84M business case, using “Gates” (opt-in/opt-out branch points) so one process could serve three realities. Embedded design feedback into research interviews after formal design reviews were blocked. A tiered information architecture has since been adopted by two additional organizations.
- **Also.** FedEx: aligned business goals with user insight on the Surround tool, using NPS. Dell Technologies: AI-integration ideation and strategy. Etisalat: AI autonomous-store pitch prototypes.

↳ Money.com

Sep 2018 – Sep 2021
San Juan, PR

UX Design Lead & CRO Specialist · promoted from Senior UX Designer

2019 Innovator of the Year · company-wide award, Money Magazine

Led a four-person design team (myself and three others I met with one-on-one) and worked with in-house teams and external agencies, designing against conversion, acquisition cost, and engagement data.

- **Testing practice.** Built the company-wide testing methodology across 100+ verticals on a motivational framework (Fogg Behavior Model, Self-Determination Theory, Cialdini's principles of persuasion) that focused each A/B test, plus a cascade method for rolling winning tests out to other verticals quickly without compromising results.
- **Click-through gains.** Lifted click-through rates across verticals (7.89% Pet Insurance, 5.65% Health Insurance, 3.78% Car Insurance, 2.68% Mortgage Rates) and drove a 7.2% click-to-lead lift in the Life Insurance funnel, contributing to a six-figure quarterly earnings increase.
- **Campaign.** Reframed a national TV campaign into a lead-capturing tool: \$0.18 cost per acquisition on the data-breach campaign, with 85.9% of converts new to Money.com.
- **New vertical.** Spearheaded the launch of a Credit Card vertical (projected 8% company revenue lift).
- **Brand.** Led a company rebrand and a new brand design system and identity refresh, guiding in-house teams and external agencies.

↳ Teladoc Health

Sep 2014 – Sep 2018
Dallas, TX

Senior UX Designer

2016 One Show Gold Pencil · Consumer Utility and Experience, Teladoc app

Worked with creative directors and third-party vendors on design improvements for mobile and desktop applications, using usability testing and analytics to refine the experience for an older demographic.

- Led an overhaul of the Teladoc website, integrating testing software to improve performance tracking and engagement.
- Streamlined onboarding by resequencing the patient questionnaire, reducing drop-off.

COLLEAGUES

I had the pleasure of working with Eric for several years, during which I witnessed his exceptional strengths as a design leader. He is not only thoughtful and creative but also fosters collaboration within the team. His meticulous approach to design consistently elevates our work quality.

Cris Almanza, UX Director, Stellar Elements

Eric is the design leader every team needs. I had the pleasure of working closely with him at Money.com where he effortlessly guided both in-house teams and external agencies to develop a comprehensive new brand design system and identity refresh. He attracts amazing designers, is a ton of fun to work with, and ships experiences that make people smile.

Jessica Chiu, Senior Designer, Money Magazine

TOOLS

Design	Figma (Variables, Modes, MCP, Make), Sketch, Adobe CC, Adobe XD, InVision, Pitch
Process	Visio, SharePoint, Miro, Whimsical
Research & testing	Dovetail, UserTesting.com, VWO, Optimizely, Amplitude, Google Analytics
Code	HTML, CSS, JavaScript

EDUCATION

Art Institute of California, Los Angeles	2011 – 2012
Associate of Arts, Web Design & Interactive Media · Dean's List	
University of Arizona	2004 – 2008
Bachelor of Science, Education	