# ERICA WILSON

Seattle, WA | wilse32@gmail.com | linkedin.com/in/erica-wilson-ux-designer | www.epwdesignstudio.com

## SUMMARY

Product designer who owns complex, workflow-heavy products end-to-end. I preform a full design process from problem definition and research through prototypes, polished interfaces, and implementation review. Designs the interaction layer for AI agents: making it clear what an agent is doing, why, and when a user needs to step in. Comfortable moving between core product surfaces, onboarding, and marketing/website assets, and works directly with founders and engineers in fast-moving, early-stage environments where requirements are still evolving. Uses AI tools to accelerate exploration and production while holding a high design bar.

## EXPERIENCE

**UX Lead — Hermex Travels — Contract (Herssa)** Nov 2024 – 2026

- Owned design end-to-end for an AI-agent-powered travel product — from problem definition and research through prototypes, high-fidelity interfaces, and engineering handoff.
- Designed how users understood and reviewed AI-agent decisions in a group-travel and visa-consultation flow, making agent confidence and exceptions clear at the moments users needed to step in.
- Turned complex, multi-step travel requirements into clear user journeys, wireframes, and polished interfaces, working directly with a small, fast-moving team.
- Used AI tools to speed up exploration and production while holding a high design bar, and worked closely with engineers to account for real data and edge cases.

**Design Systems & Research Lead — EPW Design Studio — Contract (WatchRoom)** 2024 – Present

- Built reusable components and consistent interaction patterns for a multi-user platform, keeping the product coherent as it grew.
- Spoke directly with users across four distinct types to understand how they worked and where the platform fell short, feeding findings straight into design decisions.

**Freelance UX/UI Designer — EPW Design Studio** Aug 2021 – Present

- Take high ownership across ambiguous, evolving client engagements — discovery, research, wireframes, polished interfaces, and marketing assets — with minimal oversight.
- Work directly with developers to deliver designs that hold up against real technical constraints.

**Lead UX Designer — EPW Design Studio — Contract (Voyager, Inventory & Business Expansion Platform)**

- Designed dashboards and workflows for a complex, SaaS-style inventory and business management tool, turning operational requirements into clear interfaces.
- Used AI-assisted tooling (Otter AI, Figma, FigJam) to move quickly from insight to production-ready design.

**UX/UI & Branding Designer — Lillup** Jul 2024 – Apr 2025

- Built a design system and website/marketing assets that made the product's value clear, holding a consistent visual standard across every surface.
- Took initiative to identify design problems and drive solutions through to completion with a team of 6–10 designers.

## SKILLS & TOOLS

**AI Agent & Product Design:** AI Agent Interaction Design • Configuring & Reviewing Agent Actions • Complex Workflow Simplification • SaaS Dashboard Design

**Design Craft & Systems:** Figma (Auto-Layout, Components, Interactive Prototyping) • Typography, Spacing & Hierarchy • Responsive Design • Design Systems

**Full-Ownership Process:** Problem Definition Through Implementation • User Research • High Ownership in Ambiguity • Direct Founder & Engineer Collaboration

**Marketing & Brand:** Website & Landing Page Design • Launch & Marketing Assets • Brand Consistency Across Product and Marketing

**Tools:** Figma • FigJam • Webflow • Adobe XD • SVGator • Miro • UX Pilot • Otter AI • Claude • Google Surveys/Forms

## EDUCATION

Master of Professional Studies in UX Design — Maryland Institute College of Art

Master of Arts in Social Sciences and Globalization — California State University, San Bernardino

UX/UI Design Certificate — Springboard • SheCodes Basics