

Erica Feiter

Senior UX Designer & Researcher
Complex Products · UX Research · Interaction Design · Design Systems
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Professional Summary

Senior UX designer and researcher with 15+ years across UX, interaction, and digital design, specializing in complex enterprise products and highly constrained environments. Experienced in translating technical and operational requirements into intuitive information architectures, interaction patterns, interfaces, and scalable design systems. Brings a strong research foundation across qualitative and quantitative methods, along with deep experience collaborating with product, engineering, subject-matter experts, stakeholders, and end users from discovery through delivery.

Former UX lead with a track record of working independently, navigating unfamiliar domains quickly, and turning ambiguous product problems into clear, usable experiences.

Core Expertise

UX & Product Design · UX Research · Interaction Design · Information Architecture · Design Systems · Usability Testing · User Interviews · Surveys & Questionnaires · Direct Observation · Rapid Prototyping · Wireframing · User Flows & Journeys · Requirements Analysis · Research Synthesis · Cross-functional Collaboration · Stakeholder Communication · Design Leadership & Mentoring

UX & Product Experience

DESIGN INTERACTIVE — Orlando, FL
UX contractor supporting General Dynamics Mission Systems

Senior UX Designer & Researcher | Mar. 2023 – Mar. 2025
- Served as senior UX designer and researcher for IEWTPT, a complex enterprise platform supporting proficiency training for Military Intelligence analysts and system operators, contributing from feature conception and interface design through implementation, testing, and iteration.
- Planned and conducted qualitative and quantitative research in secure and classified environments using interviews, surveys, questionnaires, direct observation, moderated usability testing, task-based scenarios, and System Usability Scale (SUS) assessments.
- Synthesized research findings into actionable recommendations for product managers, developers, UX designers, subject-matter experts, stakeholders, and customers.
- Spearheaded an enterprise design-system initiative to improve product consistency and development efficiency, partnering with UX, engineering, and SMEs to identify systemic pain points, develop a proposed solution, and secure senior leadership approval.
- Continued shaping the product's information architecture, visual language, interaction patterns, terminology, and interface components while collaborating directly with software engineering and product stakeholders.
- Designed and conducted a remote usability-testing pilot that demonstrated a viable approach for incorporating user feedback earlier in the development cycle while reducing logistical barriers and potential research costs.

Lead UX Designer | May 2020 – Mar. 2023
- Led UX strategy and execution for the product, translating business, technical, and user needs into design priorities and actionable work for the UX team.
- Managed and mentored designers, planned UX schedules and priorities, reviewed design solutions, and coordinated closely with technical and program leadership.
- Planned and oversaw user research, including interviews, surveys, and usability testing, and presented findings and design rationale to leadership and cross-functional teams.
- Partnered directly with developers, instructional designers, SMEs, and stakeholders to balance user needs with technical constraints, schedule, and budget.

Senior UX Designer | Sep. 2017 – May 2020
- Led the redesign of a multimillion-dollar General Dynamics enterprise product, replacing a legacy experience with a more usable and scalable interface architecture.
- Established the product's foundational information architecture, visual styling, and core interaction patterns—work that continued to shape the system throughout its evolution.
- Introduced user-centered design practices and more consistent UX processes across the team, improving collaboration between design and development.

ASSISTRX — Orlando, FL

Senior UI/UX Designer | Aug. 2015 – Mar. 2016
- Led UX and interaction design for a new enterprise pharmaceutical analytics product, partnering with product management on design strategy, user research, persona development, rapid prototyping, and interaction design.
- Established a reusable design system and visual language across the product ecosystem, improving consistency and supporting faster feature development and delivery.
- Participated in evaluating and hiring UX talent as the design team expanded.

UI/UX Designer | Nov. 2014 – Aug. 2015
- Redesigned the signup experience for an e-prescribing platform to reduce operational costs and support increased user adoption.
- Created and presented user flows, annotated wireframes, interactive prototypes, and high-fidelity concepts for internal and client-facing products.
- Built a rapid prototype that directly contributed to winning new business from a high-value client.

SPARK+CRAVE — Orlando, FL

UI/UX Design Consultant | Jan. 2014 – Nov. 2014
- Helped clients launch and evolve digital products and brand experiences through UX strategy, interface design, prototyping, branding, and visual design.

PURPLE, ROCK, SCISSORS — Orlando, FL

Lead Interaction Designer | Jan. 2013 – Jan. 2014
- Led UX, interaction, and visual design deliverables across client engagements, including information architecture, user flows, wireframes, prototypes, high-fidelity concepts, and user research.

UX Designer | Apr. 2011 – Jan. 2013
- Led UX strategy, interaction design, and visual direction for the agency's largest enterprise project, redesigning a consumer website and account-management experience across web, mobile, and tablet.
- The redesign contributed to a 154% increase in online profiles, 90% increase in AutoPay enrollment, and 91% increase in paperless billing adoption.
- Introduced user-centered design methods across client engagements for organizations including AdventHealth, Orlando Utilities Commission, and Full Sail University.

COMPASS KNOWLEDGE GROUP *(Acquired by Pearson)* — Orlando, FL

Web Designer | Jun. 2008 – Dec. 2010
- Designed and developed websites, landing pages, digital campaigns, and marketing collateral supporting conversion, customer acquisition, and client brand initiatives.

Entrepreneurial Experience

CHERRY BERRY STATIONERY — Orlando, FL

Founder & Creative Director | Mar. 2025 – Present
- Founded Cherry Berry Stationery, an independent direct-to-consumer brand, and lead brand strategy, product development, e-commerce, marketing, customer acquisition, and the end-to-end customer experience across digital and in-person channels.
- Direct creative execution across physical products, packaging, e-commerce experiences, campaigns, and a recurring subscription offering, using customer behavior, sales performance, and direct feedback to inform product and business decisions.

Tools

Design & Prototyping: Sketch · Axure · Adobe Creative Cloud
Collaboration & Delivery: Jira · Confluence

Certification & Education

UX Certification (UXC) — Nielsen Norman Group (NN/g), 2020 · **BFA, Graphic Design** — University of Central Florida, 2008