

# ERIK OLSEN

Bellevue, WA | 425.442.8016 | erik@justLivingTheDream.com | linkedin.com/in/erikolsen23/

## UX DESIGN LEADER: HUMAN-CENTERED DESIGN | MENTORING & MANAGEMENT

**Proven UX Design Leader with a 20-year portfolio of success** delivering business-critical design projects, products, services, and assets for leading technology organizations in healthcare, education, gaming, entertainment, and retail, including Amazon, Microsoft, Boston Children's Hospital, Valve Software, SMART Technologies, NextGen Healthcare, and more. Skilled in leading teams to foster innovation and collaboration, I am committed to leveraging human-centered design to drive creative problem-solving and product excellence, and I am passionate about elevating and empowering teams to achieve ambitious outcomes and groundbreaking results.

- **Expertise in integrating design thinking into business strategies and user experience solutions**, promoting adoption of Agile methodologies, streamlining design and development times, and significantly improving user experience and satisfaction.
- **Big-picture business & design strategist**, with solid tactical execution, project management, and cross-functional leadership skills.
- **Technically proficient in:** Figma, Sketch, Zeplin, Axure, InVision, Miro, Mural, Adobe CC (i.e. Photoshop, Illustrator, After Effects, Final Cut Pro), Java/CSS/HTML, JIRA, Confluence, Notion, UserTesting.com, SurveyMonkey, Midjourney, Copilot, ChatGPT.
- **Reputation as servant leader skilled in building, leading, mentoring, motivating, and empowering** high-performing teams.
- **Proven ability to communicate and collaborate effectively** with both internal & external stakeholders at all levels.
- **Holder of 10 US Patents** for innovations with Amazon Game Studio and Amazon Special Projects.
- **Adept at prioritizing, multi-tasking, and pivoting** to adapt to ever-changing work environments.
- **Broad design experience:** UX, UI, Product, Service, Graphic, Web, Interaction, Visual.
- **Polished presenter, educator, training facilitator, and advisor.**
- **Online portfolio:** [justlivingthedream.com](http://justlivingthedream.com).

### CORE COMPETENCIES

UX & Product Design Management | Team Leadership | Training & Development | Resource Allocation | Workshop Facilitation  
Cross-functional Collaboration | Human-Centered Design | Design Thinking | Prompt Engineering | Rapid Prototyping  
Usability Testing | User Research | Journey Mapping | Information Architecture | Wireframing | Art Direction  
Atomic Design | Asset Creation | Data Analytics | Stakeholder Interviews | Relationship Management

### EXPERIENCE

**NEXTGEN HEALTHCARE**, Remote

2023-2024

#### CORE SERVICE DESIGN MANAGER

Supervised and mentored team of 5 Designers and 5 Researchers in Design Thinking and Human-Centered Design methodologies. Led initial development of comprehensive design system aimed at unifying NextGen Healthcare's suite of product offerings. Implemented key processes to support organization's shift towards design-centric and research-driven approach, which laid foundational steps for enhanced product innovation and user experiences.

- Established strategy to decentralize UX research, aimed at empowering product teams and potentially doubling research capabilities, laying groundwork to enhance product development efficiency while bolstering user empathy in under 3 months.
- Coached designers and guided their evolution by enriching their understanding of UX Design Thinking principles, which enabled them to lead projects, meetings, and workshops using enhanced strategic insights and user-centric approaches.
- Orchestrated month-long cross-disciplinary collaboration with engineers and product managers to gather key data on all UI components across 14 of NextGen's 80+ products, laying groundwork for a new design system and securing engineering buy-in.
- Initiated and advanced adoption of Agile methodologies within Core Services Design Team, established scrum board, and conducted daily scrum meetings to track team members' progress and enhance project visibility and cross-team collaboration.
- Collaborated with Agile coach to integrate JIRA for project tracking, aimed at markedly improving team's focus, delivery times, adaptability, and overall quality of work.
- Minimized team distractions and refocused project efforts by replacing office hours with automated project request intake forms, providing targeted design and research support company wide.

## EXPERIENCE (CONT.)

BOSTON CHILDREN'S HOSPITAL: VACCINES.GOV, Remote

2021–2023

## PRINCIPAL DESIGNER

Retained on contract by Boston Children's Hospital to receive design handoff of Vaccines.gov from The White House's U.S. Digital Service Team, spearheading design solutions that facilitated team updates to the site within hours following new CDC releases.

- Slashed design and development times by 70% and 40% respectively, and ensured design consistency across site by creating atomic design system that enabled team to smoothly transition to component-driven development process.
- Optimized vaccines.gov UX with rapid high-fidelity prototypes and frequent usability tests, achieving multiple improvements including 25% higher user accuracy and quicker task completion while also scaling number of vaccine options on the search page.
- Regularly facilitated cross-functional workshops to gather insights, aligning team and stakeholders around shared vision.

SMART TECHNOLOGIES, Seattle, WA

2018–2020

## CREATIVE LEAD / SENIOR UX DESIGNER

Directed cross-functional design initiatives to seamlessly integrate global features and services across SMART's diverse digital product catalog, ensuring cohesive user experiences on web, mobile, and interactive display platforms.

- Led cross-product team initiative to seamlessly integrate new multi-region support features and user flows into all of SMART's digital product experiences.
- Drove successful migration of 40,000+ active European accounts to new European servers after streamlining SMART's multi-regional support features and user flows.
- Improved efficiency and user satisfaction scores by 228% by enabling automated software provisioning for schools and districts in SMART's Admin Portal.
- Aligned cross-functional teams by creating UX artifacts to foster mutual understanding of current state and future solutions.

AMAZON / AMAZON GAME STUDIOS, Seattle, WA

2011–2016, 2017–2018

## CREATIVE LEAD / SENIOR UX &amp; UI DESIGNER

Chosen by Senior Leadership to drive design of 2 CEO-initiated projects, numerous game interfaces, game and studio marketing materials, and product concepts for high-profile clients such as Disney and Lucasfilm's Star Wars franchise.

- Developed and executed design strategy for Amazon Game Studio website, and transformed it into compelling recruiting tool that played pivotal role in Game Studio's explosive 355% 2-year growth.
- Pioneered key step in Amazon Game Studio's development workflow by introducing proof-of-concept animatic that defined project vision so clearly it became a mandatory standard for aligning stakeholders and studio heads across all game teams.
- Played pivotal leadership role in reimagining cutting-edge virtual tour platform, Amazon Explore, resulting in higher user satisfaction scores and positive feedback from guides and customers, establishing it as a premier virtual tour experience.
- Crafted 3min video game trailer in 36hrs, incorporating dramatic After Effects animations and visuals, for studio's new game title; received high acclaim and showcased during companywide all-hands meeting to 15,000+ employees at KeyArena, Seattle.
- Collaborated on several R&D concepts, and earned formal recognition as Inventor on 10 US patents.

## EARLY CAREER HISTORY

Senior Designer Tag Creative Studio | Team Lead & Senior UX Designer Xbox.com, Microsoft | Senior UX Designer Steam, Valve Software | Visual Designer RealNetworks | Owner & Web Designer SplitVision Creative | Airborne Ranger US Army

## ACADEMIC BACKGROUND

Bachelor of Fine Arts in Design, cum laude | Cornish College of the Arts  
UX Management: Strategy & Tactics | The Interaction Design Foundation

## US PATENTS

Amazon Technologies, Inc. 2015.

### **STYLE BASED PROFILE MANAGEMENT**

U.S. Patent 9,086,746 B1, filed January 22, 2014, and issued July 21, 2015

Amazon Technologies, Inc. 2015.

### **TOUCHSCREEN INPUT DEVICE WITH IDENTIFIER**

U.S. Patent 9,122,334 B1, filed January 22, 2014, and issued September 1, 2015

Amazon Technologies, Inc. 2016.

### **CONFIGURATION OF A PROFILE ASSOCIATED WITH A STYLUS**

U.S. Patent 9,383,839 B1, filed December 8, 2014, and issued July 5, 2016

Amazon Technologies, Inc. 2016.

### **VIRTUAL SCREEN BEZEL**

U.S. Patent 9,389,703 B1, filed June 23, 2014, and issued July 12, 2016

Amazon Technologies, Inc. 2016.

### **COORDINATED STYLUS HAPTIC ACTION**

U.S. Patent 9,430,106 B1, filed March 28, 2014, and issued August 30, 2016

Amazon Technologies, Inc. 2017.

### **STYLUS WITH CONFIGURABLE HARDWARE SETTINGS**

U.S. Patent 9,746,943 B1, filed December 8, 2014, and issued August 29, 2017

Amazon Technologies, Inc. 2017.

### **TOUCHSCREEN INPUT DEVICE BASED CONTENT SHARING**

U.S. Patent 9,836,134 B1, filed January 22, 2014, and issued December 5, 2017

Amazon Technologies, Inc. 2021.

### **GENERATING INTERACTIVE CONTENT USING A MEDIA UNIVERSE DATABASE**

U.S. Patent 10,970,843 B1, filed June 24, 2015, and issued April 6, 2021

Amazon Technologies, Inc. 2021.

### **ALIGNMENT AND CONCURRENT PRESENTATION OF GUIDE DEVICE VIDEO AND ENHANCEMENTS**

U.S. Patent 10,970,930 B1, filed August 7, 2017, and issued April 6, 2021

Amazon Technologies, Inc. 2022.

### **CUSTOM QUERY OF A MEDIA UNIVERSE DATABASE**

U.S. Patent 11,513,658 B1, filed June 24, 2015, and issued November 29, 2022