ERIK ANDERSON

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EXPERIENCE

STUDIO ELSEWHERE, Product Design Practice Lead – 2020-Present

• Headed Studio Elsewhere's product design practice, orchestrating the development of a platform tailored for individuals with dementia from inception to launch. Oversaw all aspects of the process, including prototyping, wireframing, and user-interface design.

• Performed 20 rounds of usability testing with patients and caregivers, considering unique ethical and logistical needs of the population, and synthesized the finding to inform future feature iterations. Gained comprehensive user data to ensure product efficacy and user safety.

• Co-authored a peer reviewed white paper on bio-experiential design in collaboration with Harvard Medicine and Massachusetts General Hospital which highlighted how design and usability considerations can be applied to populations with neurological and cognitive impairments to increase sustained attention and positive emotions.

• Lead community-focused design workshop and partnered with Yale's CANDLab to create a series of design thinking exercises, facilitating a nuanced understanding of the user journey within healthcare systems for community members.

• Established and refined Studio Elsewhere's product design and UX design practice, harmonizing best practices with the needs of diverse collaborative teams including developers, doctors, scientists, architects, artists, and healthcare practitioners.

FREELANCE, Product Designer, Creative Director – 2016-Present

• **Pepsi-Co** - Spearheaded the creative direction at PepsiCo by managing and directing creative team for the production of three conceptual videos envisioning the future of Pepsi products. This effort culminated in a successful screening and presentation to the Board of Directors.

• **Manilatown Heritage Foundation** - Contributed as Associate Producer to the digital restoration of the 1980 documentary "The Fall of the I-Hotel," ensuring its preservation. Facilitated community-focused design workshops to establish foundation's digital presence and legacy, guiding strategies for future digital initiatives.

• **Free Water** - Created a collaborative ambient immersive sound and projection mapping exhibition free to the public at Mi Casa Gallery under a CAC grant.

• **Human Records** - Established and led an artist and events collective, overseeing a wide range of activities including media creation, community outreach, and design initiatives. Developed unique digital branding, design language, and style guides tailored for both the collective and individual artists.

GENERAL ASSEMBLY, Immersive Instructor Washington, DC – 2017-2018

• Guided 45+ students through a rigorous 12-week web development program.

• Prepared and delivered engaging classes twice a week, focusing on best practices and cutting-edge technologies.

• Mentored students individually to equip them with the skills needed for success in the job market as junior developers.

VAGABOND, Lead software developer – 2015-2017

• Designed and developed a custom CRM system to streamline operations for customer and sales teams.

• Collaborated closely with Subject Matter Experts (SMEs) and internal stakeholders, conducting comprehensive interviews to inform future feature development for internal products.

• Spearheaded the design and development of a custom CRM system, resulting in a 16.6% reduction in troubleshooting calls to the customer support team by implementing a mobile onboarding application for new clients.

EDUCATION

Parsons School of Design, New York NY – BFA Design and Technology

General Assembly, Washington DC – Web Development Immersive Certificate

SKILLS

Figma, Adobe CC, Miro, Mural, Invision, SurveyMonkey, Notion, Jira, VS Code, Xcode, Unity, DaVinci Resolve, Final Cut, Logic, BASH, Shell Scripting, Java, Javascript, HTML, CSS, C++, C#

Design Thinking, Human Computer Interaction, Usability Testing, User Research, Prototyping, Wireframing, User Interface Design, Journey Mapping, Front-End Development, Lean UX, Visual Design, Cross-functional Collaboration, Empathy mapping, Human Centered Design, Agile Methodology, Video Production, Audio Production