

**Manager,
User Experience
and Design**

I am a customer-obsessed creative leader. I drive the transformation of both consumer and enterprise experiences through connecting people and problems, identifying key priorities, and getting the right people together to produce exceedingly creative solutions. I also recruit great talent, and am a passionate advocate of professional development, inspiring my teams to be influencers and leaders themselves.

Alaska Airlines :: 2014 to present

Driving the creative strategy for enterprise digital experiences. Recruiting product design talent to build a collaborative, intensely user-driven program. My team has worked to both modernize and transform the digital future of a highly regulated, safety-oriented culture, to deliver outcomes such as:

- Identifying and designing the reduction of 2 to 8 minutes in an aircraft turn time (savings of \$24MM to \$32MM annually)
- Producing the foundational digital experiences that reduce our printing of paper by 8.3 million sheets per year
- Increasing user acceptance of new digital products by identifying MVP and working with product managers to drive changes in how products are released.
- Researching and evangelizing new opportunities to increase productivity and safety while reducing overall costs for the business

Before leading the enterprise mobile team, I drove the creative vision for the top-rated consumer mobile experiences for Alaska Airlines:

- Set the bar for creative problem-solving with team ideation sessions and rapid user feedback
- Delivered an award winning, 5-star app in 3 months (first iOS, then Android)
- Increased app check-ins by 40% in 6 months
- Increased customer satisfaction with just-in-time delivery of relevant information without clutter

Awards and honors:

- WMA Awards “Best Travel App” and “Best Flight App”, 2014 (iOS) and 2015 (Android)
- TravelPulse Applause Award, #1 for Quality in the flight category (for 3 years)
- EyeForTravel “Best Travel App” and “Best User Experience” Top 3 finalist
- Fortune.com top 10 apps for 2015 (Android #1, iOS #10)

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even more
experience

Creative Director and Principal

High Gear Creative, LLC :: 2012 to 2015

Independent creative consulting agency focused on identity design and branding solutions, UX design for mobile and web, and creative marketing campaigns. Deeply experienced in a vast array of media, both digital and physical:

- UX research and design for iOS and mobile web, E-commerce, and responsive web sites
- Branding and visual design including logos, style guides and brand management strategies
- Online and print marketing campaigns, signage, art direction and consulting

Creative Director

ShareBuilder.com/ING Direct/Capital One Investing :: 2000 to 2012

- Directed the brand experience (and multiple rebrands) across product and marketing channels for the nation's 6th largest online brokerage
- Built and led a multi-disciplinary team of UX and Visual designers, production, copywriters and project management
- Responsible for three redesigns of the ShareBuilder.com Web site
- Introduced responsive web design for marketing landing pages and microsites
- Advocated user-centered design approaches and testing methods
- Increased marcomm click-through rates by 700%
- Increased paid banner ad click-thru rate by 50%, including optimizing microsite conversion
- Developed a resourcing plan to reduce costs by over \$300K annually

Additional work experience available upon request.

education

- Bachelor of Arts in Fine Arts with a Graphic Design emphasis, Washington State University
- Continuing education: Diversity training, Diversity and Inclusion Summit, UX Advantage Conference, SVC Mobile design, Flash, Photoshop, InHOWse Design Conference, project management, leadership training, team development, and mentorship training