Eric Boston  
Customer-obsessed creative product leader

I am passionate about transforming user experiences and using my talent to make award-winning mobile products people love.

**Mobile App Awards and honors:**

* Web Marketing Assoc. Awards for “Best Travel App” and “Best Flight App” (2014, 2015)
* TravelPulse Applause Award, #1 for Quality in the flight category (2014–2016)
* EyeForTravel “Best Travel App” and “Best User Experience” Top 3 finalist (2016)
* Fortune.com top 10 apps: #1 Android, #10 iOS (2015)

**REI Co-op :: 2/2019 to present  
Director of Consumer and Enterprise Mobile Products**

Leading three product teams focused on a strategy of differentiated native experiences by simplifying navigation, integrating personalization, and adding key moments to help people connect to their gear and the outdoors:

* Consumer apps surpassed 2020 revenue goal, hitting $142M for 2020, +85% YoY, and ratings increased from 2.9 to 4.3 stars
* Conceptualized and championed a mobile vision with a totally new mobile app product that would engage a broader spectrum of people seeking to get to the outdoors that goes beyond typical legacy retailer markets
* Employee apps delivered top employee-requested features and changes, while reaching a crash-free rate of 99.9%, increasing employee satisfaction
* Changed internal culture to engage with retail employees and gain direct understanding and experience to create true user-centered mobile experiences
* Covid-19 pandemic closed all stores across the nation. My team took on the responsibility to coordinate across the business, and in less than 4 weeks designed and delivered a new digital experience that provided both safety and efficiency for employees, and quick delivery to customers. This got our retail teams back to work, showed customers want to pick up their purchases, and brought in a few million dollars that might otherwise have been lost

**Alaska Airlines :: 2014 to 2019  
User Experience and Design Manager**

Developed the creative strategy and mentored product design talent to build a collaborative, intensely user-driven program and product award winning apps. My team delivered our digital transformation of a highly regulated, safety-oriented airline culture:

* Within 6 months of joining the airline, drove customer-focused product improvements that directly attributed to app ratings going from 2.8 to 5 stars (both iOS and Android)
* Increased in-app flight check-ins by 40% with timely notifications and a simplified check-in process
* Successfully partnered with the brand team to create and deliver a cohesive brand experience across
* Pioneered the first ever management of a flight on the ground at the airport using mobile apps only. The time savings for staff to walk to/from the aircraft meant a $24M per year reduction in network operating costs and saved 8.3 million sheets of paper per year
* Innovated a connected mobile experience between pilots, flight attendants, and customer service agents in the airport. This provided each team with a specific contextual experience for a user group, and at the same time democratized passenger and flight information to increase transparency and efficiency at the gate across the teams

**High Gear Creative, LLC :: 2012 to 2015  
Creative Director and Principal**

Independent creative consulting agency focused on UX for mobile and web, identity and branding solutions, and creative marketing campaigns. Clients included Windermere, Canadian Web Hosting, Kinesis, Ferris-Turney General Contractors, Red Barn Orchards, and Barclays.

**ShareBuilder.com > Capital One Investing :: 2000 to 2012  
Creative Director**

Directed the user experience and brand experience across product and marketing channels for the nation’s 6th largest online brokerage. ShareBuilder.com was an innovator at the time, being one of the first 100% online brokerages, born in the cloud, and democratizing investing for anyone. The result was our target audience was not a typical investor; it could be anyone. This had a huge impact on my customer-obsessed perspective, and where I grew a huge portion of my user experience work.

**Education**

* B.A. in Fine Arts with a Graphic Design emphasis, Washington State University
* Continuing education: Empowered 2020 Product Leadership Conference (Silicon Valley Product Group), Diversity training, Diversity and Inclusion Summit, UX Advantage Conference, SVC Mobile design and many others.