

# ERIC BOSTON

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## User-obsessed Product Experience Leader

*I am a seasoned user experience leader, recognized for creating award-winning digital products and empowering teams to deliver innovative, user-centric solutions that delight people and drive business success.*

I have a proven record of assembling exceptional design talent, fostering a collaborative and inclusive environment, coaching and mentoring, and aligning design priorities with strategic business objectives. While committed to both research and data to identify user goals and meet business needs, there is also an integral role of aesthetics in creating engaging and delightful digital experiences.

## PROFESSIONAL BACKGROUND

### ACCOLADE

2021 to Present

#### *Head of Design and User Experience*

I manage a team of 13 across nine time zones, including principal and manager roles. We create experiences for DTC, B2B, B2B2C, and internal tools, using a Product Operating Model where designers collaborate with product managers and engineering. I've built a culture of user-centricity and enhanced cross-team visibility and collaboration. Currently exploring Gen AI to improve user engagement with our products, and how it also impacts our daily work.

- **Led the redesign of our physician electronic medical record software**, initially contributing to the design and research, the final product has resulted in a 14% increase in overall physician satisfaction, and ease of use increased by 28%.
- **Managed a redesigned therapy booking flow** that increased booking rates by over 25%. My team helped identify the differences in needs between therapy patients and non-therapy patients in need of urgent care.
- **Unified and elevated the design team** as a visionary leader, fostering a collaborative, inclusive, and high-performing culture. Recognized by leaders as having recruited more top talent than any other senior leader before. As an empathetic leader, I help designers reach beyond the obvious, finding more inspiration and creativity to develop great ideas.
- **Championed a user-centric design approach** that drove product innovation and aligned with business objectives. Pushed for a more research-oriented and curious culture to understand user pain points. Was a champion for UX involvement in product planning and commitments to work. Also set up a blue-sky vision of the future project with a select group of top designers.

### REI CO-OP

2019 to 2021

#### *Senior Manager of Consumer and Enterprise Mobile Products*

I led 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 new mobile app concept that would engage underserved people groups who find it difficult to feel welcome or safe in the outdoors
- Employee apps delivered top employee-requested features and changes, while reaching a crash-free rate of 99.9%, increasing employee satisfaction and trust

- Changed internal culture to encourage corporate team to engage with retail employees and gain direct understanding of authentic experiences to create true user-centered mobile experiences
- Covid-19 pandemic closed all stores across the nation. My team responded by designing and delivering a new curbside pickup capability in less than four weeks, which allowed the business to keep the stores open, employees working, and getting customers the gear they needed - which was a huge revenue impact

## ALASKA AIRLINES

2014 to 2019

### *Manager of User Experience and Design*

Developed the creative strategy and recruited/mentored product design talent to build a collaborative, intensely user-focused program and created award winning mobile apps for consumers and the enterprise. My team successfully initiated the digital transformation in a highly regulated, safety-oriented airline culture:

- Within six 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), and set new benchmarks for travel apps within the overall travel industry.
- Pioneered the first ever ground management of a flight using a mobile app. The time savings equated to \$24M/year reduction in operating costs (and saved 8.3 million sheets of paper/year)
- 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 from the apps, employee apps, kiosks and all airport info screens
- Invented a connected mobile experience between flight crew and CSAs, providing each with a contextual experience for their team, and at the same time democratizing passenger and flight information to increase transparency and efficiency at the gate. We also envisioned a future where ground crews, maintenance and the flight crews could have more connected experiences for turns.

## EDUCATION

Bachelor of Arts in Fine Arts, Graphic Design emphasis, Washington State University, Pullman, WA

**Continuing Education:** Empowered 2020 conference (Silicon Valley Product Group) | Diversity training | Diversity and Inclusion Summit | UX Advantage Conference | SVC Mobile design amongst others

**Tools and Technologies:** Figma | Figjam | Mural | usertesting.com | Qualtrics | Adobe Illustrator | Adobe Photoshop | 3M Post-it Notes

**Key Competencies:** Communication and Collaboration | Team Building and Team Management | Recruiting | Talent Development | Mentoring | Training | Conflict Resolution | Employee Retention | Active Listening | Interviewing | Creative Direction | User Experience | User Research | User and Usability Testing | UX Strategy | Aligning UX to Business Goals | UX Design | Wireframing | Prototyping and Visiontypes | A/B Testing | Heuristic Evaluation | Problem Solving | Decision Making | Adaptability | Strategic Leadership | Visionary | User-centric Design | Stakeholder Management | Design Process | Interaction Design | Accessibility

## MOBILE APP AWARDS AND HONORS

- #1 app for Quality in the flight category, TravelPulse Applause Award, (2014–2016)
- “Best Travel App” and “Best User Experience” Top 3 finalist, EyeForTravel (2016)
- Awarded two of the Top 10 Apps spots by Fortune.com: #1 Android, #10 iOS (2015)
- “Best Travel App” and “Best Flight App” from Web Marketing Association Awards (2014, 2015)