

# Eric Atkinson

# User Experience Lead / Architect

## Summary

Mr. Atkinson is a proven experience design team leader who has worked across a broad scope of industries, ranging from Fortune 500 companies to startups to government organizations. He has consistently helped deliver effective solutions that solve customer needs while meeting client and business goals. He has a track record of success in customer experience, user experience, interaction design and front-end development.

Mr. Atkinson enjoys mentoring team members and building team effectiveness and collaboration to tackle difficult challenges. Most recently, his roles involve nurturing organizational support for creating delightful experiences. He has helped grow the design literacy and fluency of teams and organizations using lean and agile methodologies. He is passionate about helping to foster a culture of innovation at companies where learning is the driver to success.

## Experience

### Insight Global – Microsoft, Cloud + Enterprise

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#### Principal User Experience Researcher | Evangelist

As Principal UX Researcher, Mr. Atkinson utilizes his experience as design lead to help drive a culture change in Microsoft Cloud + Enterprise engineering organizations responsible for cloud infrastructure, enterprise mobility, operations management, application development, and advanced analytics solutions. He is responsible for evangelizing design-thinking and lean product development methodologies within the enterprise. Mr. Atkinson partners with engineering program managers to ensure development teams are more customer-focused and data-driven. He mentors teams on the business value of ethnographic research and analysis for end-to-end product design. For this transformative project, he works closely with a diverse team of researchers, project managers, and designers.

### WorldView Solutions Inc.

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#### User Experience Lead

Mr. Atkinson served as lead for WorldView Solutions' user experience practice. He partnered with clients, leadership, engineering, and influencers to help ensure the company delivered well designed geospatial solutions to meet business goals and solve customer problems. Mr. Atkinson infused human centered design into project and product development and evangelized experience design throughout the company. Working closely with leadership, he helped to realign the company's rituals and culture into a product driven organization.

Mr. Atkinson developed the strategy and planning for the people, processes and technology required for UX execution. He recruited and mentored UX team members including researchers, interaction and visual designers. He created proposals and materials to market the value of experience design to clients. His business development work led to winning substantial projects with key accounts, such as the Virginia Department of Conservation and Recreation (DCR).

The DCR Nutrient Management project employed the full experience design discovery lifecycle. During the project he successfully led multiple rounds of research, discovery, ideation, design, presentation, critique, and validation activities to greatly simplify a future state experience over the baseline legacy system. Across all goal completion tasks, the first iteration of the validated solution increased goal success rates by 20%, decreased time on task by 49%, and eliminated task excursions altogether resulting in an improved qualitative SUS score of 77 (B) from 57 (D).

The newly implemented, lean design methodology also established a framework to iterate on existing flagship products and inform new product development such as “OutdoorAccess”. For “Outdoor Access”, Mr. Atkinson worked closely with the product owner to evaluate the competitive landscape and inform product strategy. He implemented a test and learn platform for clickstream analysis and metric-driven design to identify the cost and scope of customer problems and product iteration. In addition, Mr. Atkinson led stakeholder interviews, competitive analysis, customer research, collaborative ideation workshops, story mapping sessions, and the creation of a minimally viable product (MVP) roadmap. Mr. Atkinson helped evolve product strategy from building new features to increasing conversion and customer engagement.

## CapTech Consulting – Altria, Philip Morris USA

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### Manager, User Experience and Front-end Architect

Mr. Atkinson managed a customer experience team and all aspects of user experience for a B2B portal for the client’s sales force and retail partners. The portal was the primary touch-point for sales and contract execution, product fulfillment, category analysis, revenue reporting, and product promotion. As client liaison for the project, Mr. Atkinson was responsible for growing the account and customer experience team. Client relation and business development activities included meeting with executive leadership to understand business goals, developing proposals and statements of work, and managing resource needs. Mr. Atkinson worked and partnered with business stakeholders, executive management, onshore and offshore engineers, and creative vendors.

As team lead, Mr. Atkinson managed and planned customer experience streams of work including customer engagement strategy, and user experience. These activities included: overseeing the implementation of a digital analytics framework, planning and guiding quantitative and qualitative user research; partnering with creative vendors, facilitating ideation sessions; driving interaction design; and coaching and mentoring team members.

Mr. Atkinson also directed the front-end re-architecture of the portal application. The work entailed redeveloping the application as a mobile-first, responsive, device agnostic solution adhering to modern web standards and best practices. Mr. Atkinson directed the development, integration and release of an automated front-end scaffold and build process. Project scaffolding and build automation introduced build task management, asset management, and targeted deployment into the development lifecycle. This role also involved mentoring and training developers on front-end engineering best practices; documenting development guidelines and design patterns; conducting code reviews; and providing technical quality assurance oversight.

The successful introduction of a test and learn customer experience methodology ensured confident deployments proven to solve user goals. The mobile first re-deployment of the portal saved the client over \$10MM by eliminating legacy system license agreements and maintenance costs. The successful deployment of the technical re-architecture: eliminated technical debt; introduced DRY development

principles; improved application performance; increased development velocity; enabled easily maintained deployments; and saved time and cost by eliminating manual configuration. For the top fifteen most trafficked pages of daily active users, the re-deployed platform decreased application page load time by 42%, page requests by 30%, and page size by 28% through optimizing and bundling assets resulting in fewer and smaller synchronous requests.

Mr. Atkinson used the following software and technology for this role: ASP.NET MVC, JavaScript/JSON/Node.js/Grunt/Gulp/Bower, BackboneJS/Kendo UI, Git/TFS, HTML5, CSS3/Sass, Zurb Foundation, Wraith/JSLint/CSSComb, Balsamiq Mockups/Axure RP Pro/InVision App, Morae.

## Snagajob

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### Sr. Interaction Designer, B2C Product Team

Mr. Atkinson lead the user experience design lifecycle for B2C products including research, discovery, ideation, prototyping, usability, visual design, and interaction design. He partnered with product owners and internal stakeholders to distill business and user goals into clearly defined stories/tasks, opportunity backlogs and design principles. In addition, he participated in strategy, release, and iteration planning with executive leadership, business analysts, quality assurance, marketing, engineers and users.

Mr. Atkinson translated requirements into elegant, innovative web projects and mobile applications using lean, agile methodologies, such as Kanban and Scrum, to continuously build, test, and iterate product features.

Mr. Atkinson oversaw qualitative and quantitative user research, including moderated interviews, A/B/multivariate tests, and remote usability sessions, to rapidly validate user behavior and inform design strategy.

Mr. Atkinson used the following software and technology for this role: Nginx, PHP5, JavaScript/jQuery, Git, HTML5, CSS3, Optimizely, ChalkMark, Ethnio.

## Verisk Health

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### Sr. Experience/UI Designer

Mr. Atkinson worked with product management to develop strategy and product requirements. He participated in research, design, and conceptualized user needs and new product development.

Mr. Atkinson also engineered, developed, and maintained product frontend architecture and created interaction design for complex web-based applications. He created visual design, wireframes, prototypes, and information architecture artifacts based on business requirements and user stories gathered from stakeholders.

Mr. Atkinson used the following technology for this role: ASP.NET MVC, JavaScript/jQuery, ExtJS/Sencha, JSON, Git, HTML5, CSS3, Kendo UI, Twitter Bootstrap.

## VA Dept. of Social Services

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### Lead User Interface Designer

Mr. Atkinson worked with teams of developers, analysts, and product managers to build and support interactive applications and public-facing products. He developed the brand, user interface and

interaction design of web-based applications as well as interviewed stakeholders to gather business, technical and user interface requirements.

Mr. Atkinson created sketches, wireframes and high fidelity prototypes exploring UI patterns based upon requirements. He developed and conducted usability tests using paper prototypes and remote testing tools. He partnered with external vendors to develop prototypes and designs into rich application experiences.

Mr. Atkinson engineered, developed and responsively designed projects using modern, open source client-side libraries and frameworks. He served as the subject matter expert on user experience and user-centered design and ensured product compliance with interface, usability and accessibility guidelines (Section 508, WAI-WCAG, WAI-ARIA).

Mr. Atkinson used the following technology for these projects: Apache/Ant, JavaScript/jQuery, Git, HTML5, CSS3/Sass/Compass, HTML5 Boilerplate, 320 and Up, Twitter Bootstrap.

## VA Office on Volunteerism and Community Service

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### Web Manager

Mr. Atkinson directed daily team activity and managed interactive projects and web properties. He set the strategy for digital solutions and partnered with external stakeholders. He also managed customer experience and web content management system development.

Mr. Atkinson provided leadership, mentoring and training to staff on technical development and content management. He developed applications utilizing JavaScript and third party APIs, such as Google Maps. In addition, he developed custom add-ons and plugins for CMS using PHP and CodeIgniter. Mr. Atkinson also developed user research and interaction design artifacts including personas/archetypes and mental models.

Mr. Atkinson was also responsible for creating user interface, visual and information design, information architecture, and multimedia materials.

He used the following technology for this role: Apache, MySQL, PHP/CodeIgniter, JavaScript/jQuery, Git, HTML, CSS, Google Maps API, Twitter API

## VA Dept. of Social Services

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### Sr. Designer/Content Manager

Mr. Atkinson managed front-end development of web properties including visual design, accessibility, information architecture, and content strategy. He participated in strategic planning with executive management, business stakeholders and developers as well as established the agency user experience practice.

Mr. Atkinson worked closely with the lead architect to build a custom, cross-browser, content management system and various business applications during his service. He created accessibility, usability, and content developer training curricula and mentored the design team and content developers. He researched and implemented new processes and tools to improve the overall customer experience of projects.

## Background

- Insight Global – Microsoft, Cloud + Enterprise 09 2016 – Present
- WorldView Solutions, Inc. 10 2015 – 08 2016
- CapTech Ventures, Inc. – Altria, Philip Morris USA 09 2013 – 08 2015
- Snagajob 02 2013 – 08 2013
- Verisk Health 07 2012 – 02 2013
- VA Dept. of Social Services 01 2010 – 06 2012
- VA Office on Volunteerism and Community Services 07 2005 – 12 2009
- VA Dept. of Social Services 02 1999 – 06 2005

## Technical Skill / Software / Tools

- Product Design – Sketch, Origami, Adobe XD, Axure RP, Adobe Creative Cloud, Balsamiq Mockups, Microsoft Office
- Product Research – Optimizely, Chalkmark, Morae, Silverback, Ethnio, Websort, UX Recorder, Unbounce, Mural, InVision
- UI & Frontend – HTML5, CSS (CSS3, Sass, Less), JavaScript/DOM (jQuery, AJAX, JSON)
- Libraries/Frameworks & Scaffolding – Angular JS, Zurb Foundation/Twitter Bootstrap/Kendo UI, Grunt/Gulp/Bower
- Content Management and E-commerce - SharePoint, Drupal, Expression Engine, Shopify, WordPress, Craft, Statamic
- Development & SCM - Visual Studio, SublimeText, Git, IBM ClearCase, Microsoft Team Foundation Server, Source Tree
- Analytics, SEO – Google Analytics, SiteCatalyst
- Operating Systems –Windows, Mac, Unix (including command-line interface)

## Education & Certifications

- BFA Communication Design/Graphic Art, Hampton University, Hampton, Virginia
- Certified Scrum Master (CSM)

## Professional Organizations

- AIGA
- User Experience Professionals Association (UXPA)
- Scrum Alliance
- International Association of Accessibility Professionals (IAAP)

## References

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