



Erica Gregor.

Web & Product Designer
cat mom, hobby ceramicist

Statement

I'm a lifelong learner and creative. I deeply enjoy working for companies who contribute to social good, or are committed to changing people's lives for the better.

Portfolio

ericagregor.com

Contact

ericagregor@gmail.com

[Montreal, QC](#)

Education.

McGill University
BSc. Psychology '16
Minor Neuroscience

Concordia University
Continuing Education '18
Intro to Graphic Design I&II
Adobe Illustrator I&II

Experience.

NiceJob, Inc.

May '20 - present

Product Manager & Lead Website Designer

Manage the Convert team; define the direction of and create the design system for the Convert Websites product.

- Discover new ways to automate the web design and build process to increase net profit and improve scalability
- Run experiments to increase on-page conversion rates and expand into new industries previously unexplored
- Support the Convert team on an as-needed basis with: writing conversion-optimized marketing copy, designing and building client websites, SEO strategy, and conversion optimization

MoveMate

May '20 - present

Product & Brand Designer (contract)

Design of B2B product, including user research, and creation of new brand identity; redesign of B2C product in accordance with new brand and B2B product.

- Develop MoveMate's new brand identity from scratch, including logo design
- Advise the marketing team on messaging and brand direction

Hopper

Mar '19 - Apr '20

Junior Web Designer

Dec '20 - Apr '20

Led the design and development of 7 web projects for feature launches and PR initiatives ranging from landing pages to 15+ page multilingual websites

Creative Intern (full-time, paid)

Mar '19 - Dec '20

Wearer of many hats on small creative team made up of one other designer, one art director/illustrator, and one motion designer

- Responsibilities included: web design, email marketing, advertisement, social media content creation, animation, assets for external partnerships, company swag, data viz, and presentation decks

Freelance

Designer & Illustrator

Mar '17 - present

Led and managed projects involving: branding, logo design, album covers, ux/ui, web, pitch decks, promotional print materials, and technical fashion design

Skills.

web design, product design, research, illustration, branding, copywriting, google adwords, on-page SEO, conversion optimization

Programs

sketch, figma, photoshop, illustrator, adobe XD, invision, indesign, after effects, lightroom, premiere, animate, abstract, webflow, jira, asana

Languages

html5, css3, javascript