Erica Gregor
Product & Web Designer

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Location: Montreal, QC & Long Beach, CA

BIO

I am a lifelong learner driven by a strong desire to challenge myself and improve the environments I exist in, from real life to digital and local to global. I deeply enjoy contributing to companies that elevate quality of life, in industries such as education, blockchain, mental health, and sustainability. As someone who is constantly striving to grow, I have worked at several startups in different growth phases and consulted for many more. I'm a firm believer in giving back and am actively involved in mentoring and volunteering opportunities. I look forward to seeing how my refined understanding of user experience and human behaviour can help improve upon the next environment or company I join.

EXPERIENCE

Product Designer @ e180 (FT, permanent)
10/20 - present

Own end-to-end experiences for Braindate Organizer Space, e180's event and client management system, a 0>1 opportunity. Researched, tested, and designed V1 within the first three months of joining. In charge of creating and maintaining the design system. Responsible for driving products forward with stakeholder alignment on design decisions, product strategy, and leading international research to scale offerings and explore new markets. Actively mentoring a junior designer.

Lead Designer @ Penrose Partners (PT, contract)
02/21 - present

Lead all client design projects, including but not limited to: product design, web design and development, pitch deck narrative and design, brand consulting, and marketing design. Working with clients such as Blockchain Triangle, Netki, and the Bermudian government.

Product Manager & Lead Web Designer @ NiceJob (FT, permanent)
05/20 - 10/20

Led the Convert Website product team and was in charge of testing and improving upon the client experience. I also standardized the approach to our web design and development process to increase capacity and completed several experiments for on-page conversion optimization for small businesses.

Product & Marketing Designer @ MoveMate (PT, contract)
05/20 - 12/20

Led the design, research, and testing of their B2B product and the creation of a new brand identity and product design system. I also redesigned of B2C product in accordance with the new brand. Created all social media assets and mentored a junior designer.

Junior Web Designer @ Hopper (FT, permanent)
12/19 - 04/20
Creative Intern @ Hopper (FT, contract)
03/19 - 11/19

Led the design and development of 7 web projects for feature launches and HR initiatives ranging from landing pages to 15+ page multilingual websites. These projects included A/B testing for conversion optimization, while the larger projects consisted of multiple rounds of user research and testing. I wore many other hats and my responsibilities included: email marketing, social ads design and experimentation, animation, partnership asset design, company swag, data visualization, and presentation decks.

EDUCATION

McGill University
B.Sc Psychology / Minor Neuroscience '12-'16

Concordia University
Continuing Education - Graphic Design '18

SKILLS

product design, user research and testing, prototyping, web design, marketing design, copywriting, google adwords, on-page SEO, conversion optimization | sketch, figma, webflow, photoshop, illustrator, invision, indesign, after effects, jira, asana | html5, css3, javascript