Erin Kerr

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SUMMARY

Product designer with a psychology research background who designs end to end, from user interviews, flows and wireframes to visual identity, design systems and accessible UI. Designed Carpoolio, a 5-star ride coordination app that was acquired, and redesigned OrderSync's marketing site.

EXPERIENCE

OrderSync 2025 - Present

Design Engineer (Contract)

- Led the full redesign of OrderSync, an AI B2B SaaS platform, from research to launch in under 5 weeks (May to June 2026).
- Ran a stakeholder interview, secondary research, proto-personas, a user journey map and a competitive analysis of 9 competitors.
- Found 5 usability problems in a heuristic evaluation of the old homepage, each tied to a usability principle.
- Mapped the information architecture across 389 indexed pages and wireframed the homepage 3 times.
- Created a design system of 9 color roles that flip for dark mode and 4 shared components, used 2,480 times at launch.
- Consolidated 450 scattered brand-color references into 3 navy values, bringing every page onto one brand.
- Designed for accessibility from the start, with contrast checks, semantic HTML and screen-reader testing.
- After launch, homepage visitors clicked the main call to action at 2.4x the site-wide rate.
- Carried the system onto printed business cards, with a QR code that links to the site's one call to action.

Cyber Goose Jul 2024 - Present

Founder & Product Designer/Engineer

- Created the Cyber Goose visual identity and manage 20+ web and mobile products under it, for clients and in-house.
- Designed Carpoolio, a ride coordination app, as its sole designer, from Figma user flows and wireframes to App Store launch.
- Designed client websites and landing pages, owning brand identity, interaction patterns and responsive layouts.
- Kept Carpoolio at a 5-star average rating through continuous UX iteration, user feedback loops and rapid fixes.
- Led the negotiations that ended in Carpoolio's early-stage acquisition.
- Unified the three AI assistants in Goose Tools, a creator platform, under one chat interface that can queue, edit or stop messages.
- Developed Token Check, a Figma plugin that finds colors not tied to a design token and binds the nearest token in one click.
- Grew @erin.codes, an Instagram community for early-career developers, to 17K followers and designed its post templates.

Wispr AI Feb 2024 - Jul 2024

Junior Software Developer

- Designed recruitment ads and outreach for neurotech data-collection studies, helping scale data collection 10x.
- Incorporated participant feedback into hardware-software interface changes, helping cut data artifacts by over 5%.
- Partnered with cross-functional ML, software and design teams to keep participant-facing materials and internal tools on brand.

SRI International Oct 2021 - Feb 2024

Research Associate, promoted to Senior Project Manager

- Conducted 500+ research interview sessions with adolescents, young adults and parents for two NIH-funded longitudinal studies.
- Built rapport with participants and families so they spoke candidly about sensitive topics like mental health.
- Designed retention materials, including color-changing mugs that revealed participants' own brain scans, raising retention 5%.
- Led participant recruitment, writing and designing flyers, social posts, ads and email campaigns.

EDUCATION

B.S. Psychology, Magna Cum Laude *Boise State University*

Coursework included statistics and research methods.

SKILLS

Design: UX/UI and interaction design, wireframing, prototyping, usability testing, user research, design systems, responsive design, accessibility

Design tools: Figma, FigJam/Miro, Adobe Photoshop, Illustrator and After Effects, Webflow, Canva

Prototyping and AI: HTML/CSS, JavaScript, TypeScript, React, Figma Make, v0, Google Stitch, Lovable, Midjourney