

ERIC T. GREEN

Leading through strategy
Inspiring through design

Sr. Design Manager

Art Direction / UX/UI Design / Digital Marketing / Branding
Product Marketing / Content Strategy

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Dec 2021 - Present

Product Design Manager - SmartBiz Bank [San Francisco, California](#)

Collaborate with the product team and web developers to enhance engagement by improving user flows and implementing ADA-compliant designs, significantly improving the user experience.

This initiative resulted in a 36% increase in the flow of funding for small business owners seeking SBA 7(a) loans, bank term loans, CDs, and lines of credit.

Design and lead strategic marketing campaigns for product stakeholders and executive leadership by effectively communicating and demonstrating the rationale behind design choices, and providing insights that result in measurable business value.

Responsible for creating and enforcing brand guidelines to ensure all visual content aligns seamlessly with the brand's voice and style.

Lead and execute marketing materials for co-branded partnerships and industry-specific campaigns, collaborating closely with cross-functional teams. This involves leveraging NICS codes to reach over 1.2 million small business customers, developing tailored consumer-facing collateral, and staying abreast of design trends to drive over \$10 billion in funds to SMBs.

Apr 2021 - Oct 2021

Design Lead - alliantgroup [Houston, Texas](#)

Oversaw the design team, providing clear art direction to ensure brand cohesion and recognition across all digital channels. Additionally, I developed strategic web and graphic enhancements aimed at facilitating tax credits, funding, and strengthening American businesses.

Jan 2018 - Apr 2021

UX/UI Designer - Amot Roper Technologies [Houston, Texas](#)

Partnered with engineers in the oil and gas and manufacturing sectors to enhance customer experiences on a newly established e-commerce platform, focusing on improving understanding of manufacturing processes and waste reduction.

Produced impactful visuals across diverse styles and mediums including graphics, illustration, photography, presentations, video, animation, and more. Implemented a data-driven strategy for social media channels and paid search campaigns aimed at enhancing lead generation throughout the customer journey.

Created wire-frames and prototypes in Figma, and conduct user testing to validate design concepts.

Dec 2015 - Jan 2018

Sr. Graphic Designer - University of Houston [Houston, Texas](#)

Designed brochures, wall graphics, billboards, and produced all digital creative assets for web pages, emails, social media, and online advertising to support the University's office of admissions, contributing to a year-over-year enrollment increase of 3% or more.

Produced and finalized artwork files, collaborating with external vendors to ensure the production of print-ready assets.

Leverage and expand upon the Universities existing concepts or develop new layouts, incorporate photography and written content, while maintaining consistency in typography, design arrangements, and overall aesthetic concepts.

BBA (2015)

Management Information Systems

Prairie View A&M University

Texas A&M System

Involvement

American Institution of Graphic Arts

American Marketing Association

Digital Media Academy

Certifications & Licenses

Adobe XD for Designers

Brand Strategy for Designers

Design Thinking: Customer Experience

Design Thinking: Testing & Refning

Interaction Design: Interface

UX Design

Creative Tools

Adobe Creative Suite: Photoshop,

Illustrator, InDesign, XD, Premier

Figma

Sketch

Jira

Wrike

HTML

Powerpoint

Google slides

Magento 2

Wordpress

Hubspot