Eileen Hoskin

PRINCIPAL UX DESIGNER - TEAM LEAD
SENIOR INFORMATION ARCHITECT

OBJECTIVE

To obtain a challenging UI/UX Designer position where my creativity, problem-solving skills, and experience in designing engaging and user-friendly interfaces can be utilized to enhance user experiences and drive business objectives.

EXPERIENCE

PRINC. UX/UI PRODUCT DESIGNER - TEAM LEAD/SR. IA

Sept 2018 – Jan 2024   placed at TIAA

Principal design lead producing innovative solutions for enterprise B2B & internal apps at TIAA CREF, a Fortune 50 investment firm. I spearheaded the use of Gen-AI throughout all steps in the design process workflow for TIAA projects:

- Wealth Management Advisor system
  I led team & personally redesigned the structure, features, interaction flow, & page designs for WMA app used to present investment strategy & product advice to TIAA's retirement account clients using FIGMA. Innovative design is based on e-Commerce interaction patterns, resulting in a simple, clean, intuitive tool. Managed JIRA artifacts, process.
  Outcome: 1.2 trillion dollars of client's investment assets are now managed through the new system.

- Regulatory, Supervision & Oversight Supervisory Tool
  Led team & personally designed a Pilot project in FIGMA to automate scheduling & performance of all SEC regulatory & compliance supervisory functions. I then scaled successful Pilot design to a full suite of compliance review types & capabilities. Team collaboration in MIRO. JIRA planning, created epics, features, stories. Led Agile process & rituals.
  Outcome: Recurring review tasks that took 2 weeks now take an hour or less. Error rates & follow up time reduced by 92%. Data quality increased by 85%. Reviewer productivity increased by 82%. Post rollout surveys, the Reviewer job satisfaction statistics increased by 78%.

- Call Manager & Request Summary - National Call Center – Client investment & account servicing; Designed full interaction experience for handling incoming client calls using FIGMA. Collaboration in MIRO. Agile using JIRA.
  Outcome: Innovative redesign of call handling flows integrated with Google AI content suggestions revolutionized customer support at TIAA – customer satisfaction increased 65%. Call duration down 54%.

CONTACT

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**https://www.linkedin.com/in/
     eileen-hoskin-7b580411**

ABOUT ME

I am a passionate advocate for the end user. My specialty is simplifying complex requirements into intuitive, innovative solutions. I have a proven record for creating user-centric, strategic, durable solutions that delight. My award-winning work has enhanced the digital experience & delivered lasing business value.

EDUCATION

BOSTON UNIVERSITY, 2004
Master of Science –
Computer Science

SKILLS

User experience design

Requirements gathering
Usability & accessibility testing
Design systems & branding
UX in Agile project management
Leadership & mentoring
Axure RP, Sketch
FIGMA
JIRA, MIRO

ChatGPT, Google Bard
DALL-E 3, Midjourney
MS Designer's Image Generator

EXPERIENCE, CONTINUED

SR. UX/UI PRODUCT DESIGNER & TEAM LEAD / LEAD IA

May 2014 – May 2018   Staples FTE

Sr. UX/UI designer / IA supporting Staples' e-commerce sites--customer-facing Staples.com & Staples Business Advantage for business.

- Staples 2.0 – redesign & rebrand Staples.com; Redesigned the product SKU page & added product collections; merger of sites; new site architecture, look & feel; I redesigned the home page using cards to be responsive using mobile-first principal. Produced all annotated wires in Axure & Sketch.
- Redesigned Cart & Checkout flow; Print & Marketing Services, & membership Accounts; led lean team meetings, conducted demos, & design feedback sessions.
- Redesign all product category L1 pages; created templated designs in Axure RP for use with new CMS; updating the Staples product taxonomy; created a catalog of interchangeable page elements for the CMS.
- SBA Online Invoicing worked closely with outside vendor resources Produced annotated wireframes. Worked closely with outside dev teams during development & UAT testing.
- More: designed product SKU tiles, membership materials, banners, carousels, product search, & post-transaction tools Advocated design team process improvements.

SR. UX/UI DESIGNER & TEAM LEAD/USABILITY ENGINEER

Oct 2012 – Aug 2013   Public Consulting Group

SR. UX/UI PRODUCT DESIGNER & TEAM LEAD / SR. IA

Mar 2012 – Jun 2012   SeaChange

PRINCIPAL UX/UI PRODUCT DESIGNER / LEAD IA

Aug 2010 – Nov 2010   Fidelity Investments

SENIOR IA / CUSTOMER SERVICES PROFESSIONAL

Jan 2010 – Jun 2010   H & R Block

LEAD UX/UI DESIGNER / SENIOR IA

Aug 2008 – Jan 2009   Management Sciences for Health

LEAD UX/UI DESIGNER / SENIOR IA

Sep 2006– Jan 2008   Fidelity Investments

LEAD UX/UI DESIGNER

Dec 2003 – Mar 2006   Wellington Management

LEAD UX/UI PRODUCT DESIGNER / SENIOR IA

Jan 2001 – Dec 2002   Fidelity Investments

TEACHING EXPERIENCE

BOSTON UNIVERSITY
Adjunct Professor Jan 2002 – May 2004

CERTIFICATES

BOSTON U. GRADUATE
 CERTIFICATES
Software Engineering
Software Methodologies
Database Analysis & Design
Client-Server Computing

ORACLE MASTER'S
Application Development
Database Administration

INTERNATIONAL DESIGN
 FOUNDATION   Interaction
Design Patterns

AWARDS

Fidelity Investments
Outstanding Achievement 2011
Outstanding Service 2002
Outstanding Service 2001

Boston UXPA & ACM-IEEE
 member

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