

ERINN DORNAUS

Senior Product Designer

erinnedornaus.com

erinn.dornaus@gmail.com

608.239.9029

WORK EXPERIENCE

Freelance/Contract *San Francisco and Chicago*

Senior Product Designer 09.14 - Present

Providing clients a range of services, including branding, marketing materials, digital audits, and UX/UI design.

Sprout Social *Chicago and Seattle*

Senior Product Designer, 09.17-05.24

Conducted discovery, research, customer interviews, user testing, and UX/UI designs for the growth, publishing, and mobile teams for a social media marketing tool. Partnered with product managers, designers, engineers, and product marketing during feature development through launch. Collaborated with the global and design systems teams to create a cohesive look and feel across the app. Launched countless features including social network integrations, AI social content creator, and link in bio. Supported design operations to improve processes, collaboration, and efficiency.

Leo Burnett *Chicago*

Senior UX Designer, 02.15 - 09.17

Conceptualized and produced artifacts, including research, user flows, journey maps, site maps, personas, wireframes, and technical requirements. Led the planning and successful execution of digital projects ranging from games, kiosks, internal products, brand microsites and websites.

JLL *San Francisco*

Freelance Designer, 08.14 - 02.15

Design Manager, 06.13 - 08.14

Envisioned and developed creative materials for new business pitches and property marketing assignments, including environmental graphics, marketing programs, presentation materials, research-based infographics, videos, and microsites.

VSA Partners *Chicago*

Senior Designer, 08.10 - 04.13

Lead designer for IBM Virtual Events, responsible for coordination, design, and implementation of design for the virtual events site. Partnered with the IBM team, platform hosts, and design partners to establish a unified aesthetic and brand vision. That first conference saved the company \$350,000 in travel and productivity costs. In the first year of its launch, IBM executed more than 80 events across 26 countries, reaching over 18,000 people and serving upwards of 15,000 downloads of content.

Perkins&Will, Branded Environments *Chicago*

Designer III, 10.06 - 08.10

Executed all phases of design for environmental, brand, and print projects: conceptual design, design development, documentation, coordination of fabrication, directing outside vendors, and consultants.

EDUCATION

Stanford Online *San Francisco*

UI/UX Design for AI Products (e.g. November 2025)

General Assembly *San Francisco*

User Experience Design Immersive

School of Visual Arts *New York City*

BFA Design

AREA OF EXPERTISE

Feature planning, User/Business Needs, Research, Discovery, Documentation, Design Ops, Customer Interviews, User Testing, Team Collaboration, Prototyping, and UX/UI Design

TOOLS

Figma, Axure, Sketch, Adobe Creative Cloud, Atlassian Suite, Google Workspace, Miro, Productboard, Fullstory, Pendo, and UserTesting

BRAND EXPERIENCE

Allstate, Centrum, Facebook, Fifth Third Bank, IBM, JLL, Kraft Heinz, McDonald's, MillerCoors, Perkins&Will, and Sprout Social