

Erinn Dornaus

Product & Visual Designer

erinnedornaus.com

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LinkedIn

608.239.9029

EXPERIENCE

Erinn Dornaus Design

Product & Visual Designer Sep 2015 - Present

- Freelance and consulting designer specializing in UX/UI, brand identity, branded environments, and digital marketing
- Improve existing product experiences through research, competitive analysis, information architecture, design iterations, and client and user feedback

DeveloperTown

Senior Product Designer Nov 2025 - Aug 2026

- Collaborated with companies to improve existing products through product strategy, competitive analysis, user research, and iterative design
- Used AI tools to generate wireframes, UX copy, and multiple design concepts, accelerating the design, and iteration process

Sprout Social

Senior Product Designer Oct 2021 - May 2024

Product Designer Sep 2017 - Oct 2021

- Designed end-to-end product solutions for the Growth, Mobile, and Publishing teams, supported by documentation, user research, ideation, prototyping, and post-launch evaluations
- Collaborated cross-functionally with engineers, PMs, designers, product marketing, and stakeholders to deliver features within tight deadlines
- Led the design and launch of SproutLink, a link-in-bio feature that resulted in 52 million clicks in the first year, and profiles using SproutLink averaged a 17% boost in daily engagements
- Created Sprout's first AI-powered copywriting tool that generates social media post options based on basic user input in the compose field

Leo Burnett

Senior UX Designer Jun 2017 - Sep 2017

UX Designer Feb 2015 - Jun 2017

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

JLL (Jones Lang LaSalle)

Freelance Designer Aug 2014 - Feb 2015

Design Manager Dec 2013 - Aug 2014

Senior Designer Jun 2013 - Dec 2013

- Designed 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

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EXPERIENCE (CONT.)

VSA Partners

Senior Designer Aug 2010 - Apr 2013

- Designed and managed the unified aesthetic and interchangeable design system for IBM's Virtual Events, an online digital conference system
- The first conference saved IBM \$350,000 in travel and productivity costs and went on to launch more than 80 events across 26 countries, reaching over 18,000 people, generating over 15,000 content downloads

Perkins&Will Branded Environments

Designer III Mar 2008 - Aug 2010

Designer II Oct 2006 - Mar 2008

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

KEY SKILLS

Accessibility, Audits, Competitive Analysis, Documentation, Information Architecture, Journey Flows, Product Design, Product Ops, User Interviews, User Testing, Research, UX/UI Design

TECHNICAL TOOLS

Adobe CC, Atlassian Apps, AI integrations, Figma Products, Fullstory, Google Workspace, Microsoft 365, Miro, Productboard, Slack

BRAND EXPERIENCE

Alcon, Allstate, Capital One, Centrum, Fifth Third Bank, Haworth, IBM, Kellogg's, Kraft Heinz, McDonald's, Pfizer, Publicis Groupe, Samsung

EDUCATION

BFA in Design School of Visual Arts, NYC

CERTIFICATES

UI/UX Design for AI Products Stanford Online (Oct 2026)

Enterprise Design Thinking Practitioner IBM

User Experience Design Immersive General Assembly, San Francisco