
Erinn Dornaus

Senior Product Designer

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Experience

Senior Product Designer | DeveloperTown | Chicago | 11/2025 - Present

Partner with insurance, pharmaceutical, and healthcare companies to improve product usability by focusing on research, strategy, and user-centric design.

Freelance Designer | Erinn Dornaus Designs | Chicago, San Francisco and Seattle | 09/2015 - Present

Offering services in UI/UX design, brand identity development, environmental design, as well as print and presentation design. My design background allows me to create engaging and impactful design solutions.

Senior Product Designer | Sprout Social | Chicago and Seattle | 09/2017 - 05/2024

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, an AI social content creator, and a link in bio tool.

Senior UX Designer | Leo Burnett | Chicago | 02/2015 - 09/2017

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.

Freelance Designer | JLL | San Francisco | 08/2014 - 02/2015

Design Manager | JLL | San Francisco | 06/2013 - 08/2014

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 websites.

Senior Designer | VSA Partners | Chicago | 08/2010 - 04/2013

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, IBM launched more than 80 events across 26 countries, reaching over 18,000 people, and generating over 15,000 content downloads.

Designer III | Perkins&Will, Branded Environments | Chicago | 10/2006 - 08/2010

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 (July 2026)

General Assembly | San Francisco

User Experience Design Immersive

School of Visual Arts | NYC

BFA, Graphic Design & Advertising

Skills

Product strategy, Roadmap planning, Research, Discovery, User interviews, Usability testing, Product strategy, Feature & roadmap planning, Brand identity, Visual design, UX, and Product design.

Tools

Figma, Claude, Sketch, Adobe CC, Atlassian, Microsoft 365, Google Workspace, Slack, Miro, Productboard, Fullstory, and Pendo.

Brand Experience

Alcon, Allstate, Centrum, Fifth Third Bank, Haworth, IBM, Kellogg's, Kraft Heinz, McDonald's, MillerCoors, Pfizer, Publicis Groupe, and Samsung.