

Erin K. J. Flachsbart (she/her) | +1 312.286.7469  
[erin@mataglap.com](mailto:erin@mataglap.com) | [Portfolio](#) Password: skynet1997 | [LinkedIn](#)

## EXPERIENCE

**Contract UX Designer, Design Systems** | [Discover Financial Services](#) | July 2024 - October 2024

- Created guidelines for components, patterns, and all Radiant Design System elements to ensure user-friendliness and a modern, reliable experience
- Conducted audits on existing UI elements; created and optimized Figma components to enhance usability and enable compliance with WCAG 2.2 standards
- Strategized with experience design, product design, and engineering teams to identify requirements of digital experiences and design system elements
- Partnered with stakeholders across the business, product, engineering, and research teams to craft cohesive and consistent user experiences

**Senior User Experience Designer, Design Foundations Team** | [Nielsen Media](#) | January 2023 - February 2024

- Led the creation of the Unity Design System, including design principles, accessibility guidelines, components, patterns, code, and documentation
- Mentored and guided 10+ designers, product managers, and developers to achieve ethical, impactful, and innovative outcomes
- Managed the design process for 30+ projects with varying timelines in a fast-paced Agile environment
- Facilitated learning and implementation of best practices in designing Nielsen products for 30+ colleagues
- Enabled rapid delivery of high-quality experiences using complex data systems for over 40,000 employees in 55+ countries

**Senior User Experience Architect** | [Nielsen Media](#) | August 2016 - January 2023

- Trained and advised a team of 10+ designers on wireframing and prototyping techniques using Figma, Axure, Sketch, and Adobe Creative Suite
- Guided teammates in creating precise designs and solving complex design challenges for over 30 new and legacy projects across 2 distinct design systems
- Took the lead in scoping, planning, and documenting information architecture for a \$90M business unit with 400+ clients, integrating disparate systems and analyzing internal and external client pathways
- Communicated design strategy and rationale by substantiating decisions with research, focusing on core needs, user journeys, task analyses, and design thinking for product strategy
- Led the design of the Nielsen Analytics Console, a data collection and preparation portal for analysts and planners supporting marketing and advertising analysis

**User Experience Designer** | [Tukaiz Marketing](#) | August 2015 - August 2016

**Mobile Front-End Developer** | [FCB Chicago](#) | April 2012 - May 2014

**Senior Mobile Front-End Developer, User Experience Group** | [Sears Holdings](#) | June 2011 - April 2012

## EDUCATION

M.S., Human-Computer Interaction, DePaul University, College of Computing and Digital Media, June 2016

B.A., Communications: Broadcast and Film Production, University of Iowa

## TOOLS

Figma, Miro, Adobe Creative Suite, Axure, Sketch, FigJam, InterplayApp, React, Angular, Storybook, Git, Gitlab, Google Workspace, Jira, Slack, d3.js, R, Qualtrics, UserTesting, Optimal Workshop