



Eric Le Tai

Based in Orange County, I'm a product designer and researcher specialized in data and customer insights. I deliver value through improved user experience and business return on investment (ROI).

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EXPERIENCE

HealingHand Tech

Dec 2023 - Present

UX Research Internship

- Assist in the development of a post-stroke rehabilitation program for stroke patients.

24SevenTalent

Sept 2019 - Present

Product Designer (Contractor)

- Created internal point-of-sales system to baseline order creation/management for a retailer.
Client: Living Spaces

Hoag Hospital

Oct 2021 - May 2023

Product Designer/Research (Hybrid)

- Established partnership with the clinic team to build UX for seniors to access Medicare & MA.
- Formed internal UXR process with operations/stakeholders to digitize Hoag Irvine expansion.
- Increase online bookings by 8% by migrating users from phone to online with EHR integration.

United Collective

May 2018 - Aug 2019

Integrated Art Director

- Created all social media creative for two clients with an internal team of four.
- Pitched six presentations to drive internal creative and win additional clients.
- Mentored two junior design interns with weekly social media creative.

Client: Comcast, California Milk Processor, Chick-fil-A, SouthNorte, Kinecta

Gearshift Ad

Sept 2015 - May 2018

Art Director

- Aided four photoshoots across California introducing new Yamaha Motors vehicles.
- Directed photoshoot & video interview three students to showcase the prestige Sage Hill High.
- Created over 40 different digital/print magazine ads/brochures for Yamaha racing winners.

Client: Yamaha Motors, Sage Hill, Mother's Wax, Toyo Tires.

The Garage

Apr 2012 - Sept 2015

Associate Art Director

- Created over 60 different types of banner ads collectively for MazdaUSA.com and social media.
- Ideated and created social media concepts to increase 7% - 11% growth in traffic to website.
- Launched Mazda Motorsports redesign alongside over ten internal pages on MazdaUSA.com.

Client: Mazda Motor Corporation

METHODS

- Interview • Market Research • Empathy Map
- Personas • Journey Map • Usability Test • Prototyping
- User Flows • Team Workshop • Affinity Mapping
- User Research • Storyboards

TOOLS

- Figma • After Effects • Adobe XD • Photoshop
- Illustrator • InDesign • Sketch • InVision • Webflow
- Premiere • Keynote • Ethn.io • UserTesting

EDUCATION

- ELVTR Course | UX Gaming Certification (2024)
- UCLA Extension | UX Certification (2020-2021)
- The Book Shop | School of Advertising (2015-2017)
- Cal Poly Pomona | Bachelors in Graphic Design (2006-2011)