



# 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 investments (ROI).

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## EXPERIENCE

### MOJO PSG

May 2025 - Present

#### Lead UX Designer (Contractor)

- Designed side-by-side dynamic offer UI that drove a 45% lift in acceptance rate.
- Help cut median time-to-accept by 54% (208→95 hrs) across 15,600 sellers.

*Client: Walmart*

### 24SevenTalent

Sept 2019 - May 2025

#### Sr. Product Designer (Contractor)

- Created first MVP point-of-sales system to baseline order creation/management for a retailer.
- Designed both B2C and B2B elements across multiple devices in support of IT and Marketing.

*Client: Living Spaces*

### HealingHand Tech

Dec 2023 - April 2025

#### Co-Lead UX Researcher

- Integrated across insurance, caregivers, and therapist to support at-home patient care.
- Lead research direction to help design build initial minimum viable product (MVP).

### Hoag Hospital

Oct 2021 - May 2023

#### Product Designer

- Facilitated company-wide stakeholders workshop to digitize hospital expansion in OC.
- Increase online bookings by 8% by migrating users from phone to online with EHR integration.

### United Collective

May 2018 - Aug 2019

#### Art Director

- Created all social media creative for two clients with an internal team of four.
- Pitched 6 presentations to drive internal creative and win additional clients.

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

### Gearshift Ad

Sept 2015 - May 2018

#### Art Director

- Directed a photo shoot & interviews for students to showcase the prestige Sage Hill High.

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

### The Garage

Apr 2012 - Sept 2015

#### Associate Art Director

- Ideated and created social media concepts to increase 7% - 11% growth in traffic to website.

*Client: Mazda Motor Corporation*

## METHODS

- Interviews • Surveys • Empathy Map
- Personas • Journey Map • Usability Test • Prototyping
- User Flows • Team Workshop • Design Systems
- User Research • Storyboarding

## TOOLS

- Figma AI • Adobe Creative Suite • Adobe XD
- Photoshop • Illustrator • InDesign • GitHub
- Ethn.io • UserTesting • Prolific • HTML • CSS
- Bootstraps • Javascript • Cursor • Claude

## EDUCATION

Coursera		Meta Front-End Development (Current)
ELVTR Course		UX Gaming Certification (2024)
UCLA Extension		UX Certification (2020-2021)
Cal Poly Pomona		Bachelors in Design (2006-2011)

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