Erin Westenberg
Product Design, Research, + Strategy

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erinwb.online 🌐

> Highly experienced UX professional who excels in the B2B Enterprise SaaS space. I solve real problems for real people by understanding who they are, learning how they work, discovering their unmet needs, and creating solutions that help them become better at what they do.

Experience

11/20 - present
Provation Medical | Lead UX Strategist
Built a new research and design practice for a clinical workflow SaaS product. Currently the lead UX Strategist on small incubation team working to incorporate AI and Big Data into our portfolio as a means to reduce cognitive burden on our customers and improve the user experience.

08/17 - 11/20
Trane Technologies | Senior UX Strategist
Researched and designed software to optimize building performance and improve tenant comfort in the IoT connected buildings space.

09/14 - 08/17
Independent Consultant
Deluxe Corp: Designed and optimized ecommerce sites and performed strategic research for new and emerging products for small businesses.

Code42: Conducted research to improve the corporate marketing website using web analytics, A/B testing, and user research.

03/13 -09/14
Symantec | Senior Principal UX Researcher
Performed strategic user research to inform roadmaps, user stories, and release prioritization for the world leader in data protection software. Product Owner for scrum teams working on features with high UX impact.

03/12 -03/13
Optum | Senior User Experience Strategist
Provided UX consulting to clients in the healthcare space. Projects ranged from researching patient decision-making to designing and evaluating services and digital apps.

02/09 -03/12
Infinite Campus | Lead Software Product Analyst
Responsible for business analysis, requirements definition, product planning, interaction design, and usability of a SaaS Student Information System.

01/06 -05/06
University of Minnesota | Adjunct Faculty
Developed curriculum and taught course "Human Factors in Technical Communication" for the Dept. of Rhetoric

Certifications

2023 **Pendo Essentials** | Pendo

2017 **Certified Scrum Master** | Scrum Alliance

2014 **Proficientz B2B Product Management** | Proficientz

2013 **Certified Scrum Product Owner** | Scrum Alliance

Publication

Lesaigle, E. (previous name), & Biers, D. (2000) Effect of type of information on real-time usability evaluation: implications for remote testing. Proceedings of the HFES/IEA 2000 conference.

Skills

General
- B2B, B2C, B2B2C
- Enterprise software
- Ecommerce
- SaaS
- IoT
- Scrum, XP, Kanban, Lean

Design
- Wireframes
- Interactive Prototypes
- Design Specifications
- Design Studio facilitation
- Axure RP, Figma, Miro
- Mobile, Desktop

Research
- Qualitative & Quantitative
- Summative + Formative
- Information Architecture
- Contextual Interviews
- Task Analysis
- Ethnography
- Surveys
- Web Analytics
- Usability Testing

Strategy
- Prioritization
- Customer Journey Maps
- Experience Maps
- Kano models
- Workshop facilitation

Education

MA Human Factors Psychology
University of Dayton

BA Psychology
University of San Diego