

# Erika A. Wright

Senior Product Designer

## CONTACT

Atlanta, GA

erika@ewright.tech

ewright.tech ↗

## PROFILE

Product designer and frontend engineer with 12+ years connecting interaction design, design systems and hands-on delivery. Brings experience across complex B2B SaaS workflows and B2C websites and applications, with ownership from client relationships and prototypes through implementation and handoff.

## CORE EXPERTISE

Interaction Design

Information Architecture

Responsive UI

Design Systems & Multi-brand Theming

Figma Prototyping

React Prototyping

Stakeholder Alignment

Engineering Collaboration

Design QA

AI-assisted Workflows

## EDUCATION

**Bachelor of Arts**

Graphic & Web Design

The Art Institute of Atlanta

## EXPERIENCE

NOV 2025 - PRESENT

### Freelance Product Design Consultant

Independent / Self-employed

- Lead B2C website and application projects for entrepreneurs, coaches and small business owners, managing client outreach and ongoing relationships.
- Led discovery, UX flows, UI design and testing for a financial coaching website; handled end-to-end delivery of a mobile appointment-setting experience for barbers.
- Build with React, Next.js and WordPress; prepare design and implementation handoffs for external development teams.
- Develop AI-assisted design and development workflows using ChatGPT, Claude, Figma, Replit and Higgsfield.

DEC 2016 - NOV 2025

### Senior Product Designer / Senior Frontend Engineer

Enterprise loyalty & incentives platform · Atlanta, GA / Remote

- Designed and built the responsive system that moved 150+ branded programs to mobile in 12 months; support tickets down from ~20 to 3-5 a month.
- Designed reusable UI systems with Figma, design tokens, React and TypeScript; translated product constraints into accessible, responsive components.
- Reworked catalog discovery, filtering and browsing in a responsive React prototype, connecting the shopping journey while retaining existing business logic.
- Used workflow analysis, heuristic evaluation, user flows and stakeholder reviews to clarify navigation, forms and feedback; carried design intent through implementation, QA, UAT and release coordination.

SEP 2014 - SEP 2016

### Product Designer / Frontend Developer

Yellowpages.com · Atlanta, GA

- Designed and developed responsive local-search and digital-advertising experiences using HTML, CSS and JavaScript.
- Partnered with UX, product and business teams to refine hierarchy, interaction patterns, accessibility, SEO and frontend performance.