

Eric Mack Johnson

emackjohnson.com | emackj@pm.me | 503-866-5214 | Easthampton, MA

Work Experience

Nov 2025 - Present **Web Strategy Consultant at Mole Street**

- Lead team through end-to-end HubSpot web design and development for clients like Gulf Coast Bank and Brown & Brown.
- Develop content strategy for targeted audiences.

May 2023 - May 2024 **Senior Product Designer at Vanguard**

- Improved digital experience of Wealth Management clients who have over \$5M invested in Vanguard funds.
- Used data to drive innovative tools for managing holdings at scale.

Mar 2020 - May 2022 **Lead UX Designer at Unite Us**

- Established UX as a function in the development process, hired and trained 2 researchers, 4 designers, and a Director of UX.
- Delivered a user-driven, research-backed product roadmap.
- Scaled operations and team structures as we grew from 200 to 750 employees, raised \$150M, and acquired 2 companies.
- Led the design and data model for backend architecture overhaul and created the design system for 4 product lines.

Aug 2017 - Mar 2020 **Senior Product Designer at Zoomforth**

- Managed the UX, front-end development, and roadmap for an enterprise website builder. After launching redesigned platform, company ARR reached \$2M and we won partnerships with 3 of the Big 4 consulting firms.
- Conducted usability studies, tracked key performance indicators, prioritized customer requests in a unique public feedback portal, and led the implementation and analysis of new features.

Feb 2015 - Oct 2016 **Lead Designer at One Degree**

- Managed end-to-end research, design, and development of responsive web app where families access and manage social services. As of 2022, the app has seen 62% year-over-year growth and 3.3M users have accessed over \$51M in resources.
- Designed and developed One Home, a responsive web app to find and apply for affordable housing. On average, users downloaded 1,500 applications per month.

Education

Sep 2007 - Mar 2011 **BA in Political Science at Santa Clara University**

- Graduated Magna Cum Laude with Minors in Art & Spanish.

Skills

- End-to-end user experience wireframes, mockups, prototypes, development, and analytics
- Developing and conducting usability studies
- Leading branding & identity projects
- Visual consistency across mediums
- Front-end style frameworks for fast and consistent web development

Mediums

- Web & mobile apps
- Marketing websites
- HTML/CSS
- Graphics & illustrations
- Logo design
- Typography & layout
- Copywriting
- Video & photography

Tools

- Figma
- Sketch
- Google Analytics
- Siteimprove
- InVision
- Productboard
- GitHub
- Bootstrap
- BrowserStack
- Optimizely
- Mixpanel
- Pencil and paper