

# Erik Gamradt

## // UX DESIGNER

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### SUMMARY

User Experience Designer with 14+ years of experience in design, digital product management, and consulting, specializing in human-centered design. Passionate about creating intuitive and user-centric experiences that drive business impact. Empathy is at the core of my work.

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### SKILLS

#### Design

Human-centered Design // Figma  
// Prototyping // Wireframing //  
User research // Personas //  
User journey maps // Usability  
testing // Competitor audits //  
User flows // Mockups //  
Information architecture // Visual  
Design // Process flows

#### Human

Empathetic // Inquisitive //  
Relationship builder //  
Detail-oriented // Collaborative //  
Passion for learning // Adaptable  
// Clear communicator // Strong  
work ethic

#### Product

Prioritization // Roadmapping //  
Market research // Data-driven  
decision making

### CERTIFICATIONS

#### Google

UX Design Professional  
Certification // February 2024,  
Online

### EXPERIENCE

#### Freelance

Lead UX Designer // February 2024 - Present, client: Intrinsic Physical  
Therapy & Wellness

- Led comprehensive rebranding and redesign using Human-Centered Design principles, resulting in a user-centered brand identity and a fully responsive website aimed at improving patient engagement and increasing appointment bookings.
- Collaborated closely with the client to integrate patient-specific needs and business goals into the design, ensuring an effective user experience.
- Conducted user research and competitive analysis to guide design decisions, including developing personas, journey maps, and information architecture, resulting in 90% of users rating usability tasks as 'easy to complete.'
- Developed a measurement strategy with key performance indicators (KPIs), including contact conversion rates, click-through rates, and bounce rates, to provide actionable insights for optimizing the user experience.

#### Optum

Senior Digital Product Manager // March 2019 - March 2023, Eden Prairie,  
MN

- Led product strategy and roadmap for video and scheduling products, collaborating with cross-functional teams to align business goals.
- Coauthored design deliverables, including usability studies, user flows, and personas, and facilitated design critiques to ensure alignment with user needs and technical capabilities.
- Supported design workshops to align products with similar features, highlighting user pain points and opportunities for collaboration.

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### CERTIFICATIONS

#### Pragmatic Institute

Product Management Build

Certification // April 2020, Online

#### Optum

Scaled Agile Methodology

Certification // December 2014,

Eden Prairie, MN

### EDUCATION

#### Saint John's University

Bachelor of Arts, Business

Management & Leadership // May

2008, Collegeville, MN

### MEMBERSHIPS

#### User Experience Professionals

Association of Minnesota

(UXPA-MN)

Member // 2023 - Present

### PORTFOLIO

[www.erikgamradt.com](http://www.erikgamradt.com)

### EXPERIENCE CONTINUED

#### Senior Digital Product Manager (Continued)

- Worked effectively with UX design and accessibility teams to accelerate feature launches through early, cross-functional collaboration and integrating user-centered design principles.
- Established a measurement strategy with digital analytics, operational data, and consumer survey feedback to prioritize high-value enhancements focused on iterative design and product releases.
- Scaled products across 7 healthcare business segments, delivering business value. Scheduling reduced appointment no-shows, saving \$75 per appointment. Video appointments increased reimbursable medical visits, generating \$150 per visit.
- Led A/B Testing initiatives, improving the scheduling completion rate by 6%. Each successful appointment lowered operations expenses.

#### Digital Product Owner // February 2017 - March 2019, Eden Prairie, MN

- Led the execution of the product life cycle across three scrum teams, integrating external vendor technologies to build four capabilities.
- Advocated for user-centered design principles within cross-functional teams, ensuring product decisions were aligned with user needs.
- Integrated UX design team into the development process, ensuring adherence to specifications and addressing technical limitations early.

#### Business Consultant // December 2013 - February 2017, Eden Prairie, MN

- Managed enterprise initiative to analyze call data between members and nurses, facilitating feedback for product and process improvement.
- Collaborated with UX design on user interviews to understand mental models and needs for communication preference management.
- Generated feature enhancements for healthcare professional tools by observing nurses, analyzing process flows, streamlining clinical data documentation, and facilitating direct member interaction.

#### Accenture

Business & IT Consultant // January 2010 - December 2013, clients including Stanford University Hospital & Clinics, Palo Alto, CA; Cargill, Hopkins, MN; Target, Minneapolis, MN