LANCE ESCHLIMAN

Lead UX/UI Designer working in the Los Angeles area, with a strong background with early stage startups. Experienced at all ends of the design process, from working as a product designer to creating design systems, wireframes, prototypes, iconography, and high fidelity mockups. Worked on mobile apps and responsive web.

CAREER OVERVIEW

FanAI, Inc.
Los Angeles, CA | 12/17-Present | Experience Design Lead

FanAI is an audience monetization startup that focuses on online and offline spend attribution. I worked closely with the Chief Product Officer to create the platform since inception, as well as data scientists to introduce new features. I introduced an Atomic Design inspired design system for the engineers to work from (documentation for components, first time use, etc.) to ensure high quality standards. Also work directly with FE devs to polish and perfect the look and feel of components in Storybook. I created high fidelity prototypes that landed pilot programs with some of the largest fast food chains, beverage companies and sports teams in the world.

Due to FanAI being an early stage startup, I doubled as a brand and marketing designer. I created branding standards, voice and tone, whitepapers, infographics, and other related corporate collateral.

AAA Southern California (ClubLabs)
Los Angeles, CA | 10/15-11/17 | UX/UI Design Lead

Hired as the Lead for a new mobile design initiative for Clublabs (AAA's innovation lab). I worked directly on UI/UX of the new AAA app (iOS and Android) and website redesign. I manage 3 different teams of developers (Pivotal, INA and internal teams). Provided acceptance criteria, retros and took part in iteration planning sessions.

Change Healthcare (formerly Emdeon)
Los Angeles, CA | 6/15-10/15 | Freelance UX/UI Designer

Brought in to design and evolve Emdeon's web-based medical billing applications to a modern design. Was also responsible for UX aspects of site, including identifying pain points and applying UX best practices. Other duties included developing assumption personas, A/B testing using low (paper) and high fidelity mock ups in invision.

Rubicon Project
Playa Vista, CA | 10/14-5/15 | Contract Visual UI Designer

Brought on as a Visual UI Designer to help design, evolve and create innovative B2B SaaS web-based applications. Day to day responsibilities included creation, iteration, and design of complex user interfaces using Photoshop and Omnigraffle. Was also tasked with updating a comprehensive style guide.

Rosetta
Princeton, NJ | 5/13 – 8/14 | Art Director

Rosetta is a consulting-centered interactive agency engineered to transform marketing for the connected world. Worked as an Art Director on a 2013 Clio Award winning team. Projects included mobile apps (digital sales aids, etc.), websites, micro sites, digital ads, brochures, and tradeshow materials for companies such as Allergan, Bristol Squibb Myers, and Pernix. I worked with agency partners nationally and internationally on pitches and RFPs.

CONTACT

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SOFTWARE SKILLS

Sketch
Zeplin
Adobe CS
Figma
InVision Studio
Omnigraffle

EDUCATION

Syracuse University
Bachelor of Fine Arts Degree
May 1999