



CONTACT

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SOFTWARE SKILLS

Figma
Sketch
Zeplin
Adobe CS
InVision Studio
Omnigraffle

EDUCATION

Syracuse University
Bachelor of Fine Arts Degree
May 1999

LANCE ESCHLIMAN

Lead UX/UI Designer with a strong background in early stage startups. Experienced at all ends of the design process, including UI/UX design work, creating design systems, wireframes, prototypes, iconography, and high fidelity mockups. Worked on responsive web and mobile apps.

WORK EXPERIENCE

Vertis.ai

Las Vegas, NV (San Fransisco, CA) | 9/15-Current | UX/UI Design Lead

Vertis provides a software platform for data-driven workforce planning. Our simple, self-service solutions enable you to bring together the data you need to make informed, strategic workforce and workplace decisions with clarity and conviction.

As the inaugural internal UX/UI designer at Vertis, I contribute to the rapid growth of our innovative start-up by crafting intuitive and visually compelling solutions for our data-driven customers. My role entails collaborating closely with cross-functionally with engineering and product to define product specifications and functionalities. Leveraging my expertise in B2B SaaS products and data visualization, I conceptualize and design product features, data visualizations, and maps aligned with customer feedback and needs. Additionally, I produce wireframes, user flows, and developer-ready designs in Figma, ensuring seamless communication of design and interaction ideas.

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. It included design principles, component anatomy, color, logo usage, motion, etc. Also pitched in to help with marketing materials.

Design work lead to pilots and longer engagements with companies like AirBNB, Autodesk, WeWork and many others.

FanAI, Inc.

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

FanAI is a startup that measures online and offline sports sponsorship attribution. I worked closely with the Chief Product Officer and engineering team to create the platform since its inception, as well as data scientists to introduce new features. I was responsible for all aspects of the UX process, including stakeholder meetings, workshops, competitive research, user journeys, testing, and IA. I used Sketch to create site maps, wireframes, as well as low and high fidelity mockups. Clickable prototypes were created in Invision and SketchCloud, and handoff to engineers was done with Zeplin. I also handled QA and filed errors in Shortcut.

I created a design system for the engineers to work from. Also work directly with FE devs to perfect the look and feel of components in Storybook. The high fidelity prototypes that I created helped us land pilot programs with some of the largest fast food chains, beverage companies and sports teams in the world.



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Poolu iOS Mobile App

Los Angeles, CA | 9/18-2/19 | Product Designer, Product Manager, Brand Designer

Poolu was a freelance project. The concept was to take the offline world of lottery pooling and put it online, giving it more accountability and better chances of winning. I was responsible for working with the client to create the MVP, hire a dev, define a brand, and handle the entire digital experience from start to finish. This included created personas of lottery players, user journeys, IA, user research and testing, and QA. I used Omnigraffle to create the wireframes and sitemaps as well as much of the initial documentation. I used Sketch to create low and high fidelity mockups, and Invision to create clickable prototypes that we used for testing. Using an iterative process, we made sure to put the user first and ensure its success. Poolu currently has a 4.6 rating on the iOS store,

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. Other responsibilities included whiteboarding sessions, workshops, and design reviews. We used Sketch to create low and high fidelity mockups, and Invision to create clickable prototypes. I helped build out the team by being instrumental in the hiring of 2 UI/UX designer, and 2 UX researchers. We worked together as a team to build out our Design System.

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. Emdeon was going through a rebrand to Change Healthcare, and needed to update their software to reflect that change. I worked as an IC and was responsible for all UX aspects of the platform, including identifying pain points and applying UX best practices. All deliverables were done in Adobe, I worked from a newly approved design system to help make decisions on UI and UX. As an IC for this department, I worked directly with the engineering team and was included in all their meetings. 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 iOS 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.