

Erik Jutras

Senior Product Designer

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T-Shaped Senior Product Designer with over 15 years of experience crafting digital products, human-centered interfaces, and brand/marketing initiatives. Skilled in UI/UX, visual design, and photography. Proven track record of successfully leading projects from concept to delivery, with expertise in streamlining application flow, enhancing UI design, and implementing design systems. Committed to creating beautiful, usable, and accessible designs that align with brand identity and meet user needs.

Work Experience

Senior Product Designer, Silicon Valley Bank

San Francisco, CA | July 2018 – Present

- Led client onboarding UI enhancement project, streamlining application flow, navigation, and UI components according to SVB design system and accessibility best practices. Achieved a 33% reduction in questions, 48% reduction in screens, and 33% decrease in average application completion time.
- Supported UX research initiatives with Liquidity sales teams and late-stage clients, synthesizing feedback and creating complex journey maps and user personas. Redesigning product marketing sales collateral, contributing to surpassing \$25B sales target.
- Led design for a stealth integrated tools platform from 0-1 that aimed to empower early stage founders and fast track their companies' growth. Built low to high-fidelity prototypes, led concept validation testing, and managed designer during establishment of design system, buildout, QA and delivery of MVP within agile framework.
- Utilized existing concept and AI/ML-powered VC match partner tool to uncover DEI and underrepresented founder needs. Supported UX research by creating interview scripts and building rapid prototypes for user testing. Presented insights to product and DEI leadership, highlighting pain points of founders and advocating for better support to marginalized founders. Influenced SVB's DEI org values and practices.

Principal Visual Designer, Capital One - Small Business Design

San Francisco, CA | July 2015 – December 2018

- Led visual design for mobile and responsive web solutions for Spark Small Business experiences. Built interactive prototypes for user testing, iterated designs, and ensured adherence to accessibility best practices.
- Developed iconography for design system library and brand style guide, enhancing visual language cohesion and accessibility.
- Illustrated storyboards to align product vision across teams and facilitate implementation feasibility discussions.
- Conducted field research interviews with small business owners, documenting their financial processes in their day-to-day lives.
- Was part of a department wide layoff that ended my tenure at Capital One.



Strengths

Skills

UX/UI Design
Visual Design
Prototyping
Design Systems
Illustration
Storyboarding
Journey Mapping
Brand & Marketing Design
Print Design
Photography

Software

Figma
Adobe CS
Sketch
Zeplin
Invision
Principle
Keynote
Microsoft Suite

Education

AIU | 1999 – 2002

Los Angeles, CA
Graduated Magna Cum Laude
Bachelor of Visual
Communications

Awards

- Excellence Award for Digital Agency Delivery, March 2014 (Awarded for design at Apple)
- SVB Marketing & Strategy External Partner Award, January 2023

Languages

English
French
Spanish

Work Experience Continued

Senior Visual Designer, Hero Digital

San Francisco, CA | July 2014 – July 2015

- Led responsive website design for successful product launch within a tight 2-week timeline, contributing to meeting a \$10M minimum pre-order sales goal.
- Provided art direction for the design update of web and mobile sites for Informatica, ensuring consistent styling throughout development, QA and delivery process.
- Collaborated with Sephora and Pure Storage teams, leading the design of client onboarding flows and optimized web experiences.
- Created informative illustrations and outlier designs for Lean In's member profile pages under direction from the company's president and internal team.

Senior Visual Designer, Solution Set (Embedded with Apple Online Store team)

Cupertino, CA | July 2012 – July 2014

- Collaborated directly with Creative Directors, design managers, designers, and dev teams on numerous projects/campaigns for Apple's Online Store and associated marketing campaigns.
- Contributed to the design and development of the highly acclaimed Apple Store App for iPad, revolutionizing the at-home shopping experience.
- Redesigned and optimized finance landing page, resulting in \$6 million+ revenue.
- Designed UI for Apple's Mobile Chat Support feature launch in 17 countries.
- Designed marketing assets, mobile and web user flows, landing pages and prototypes for multiple international branches of the online store, attaining stakeholder buy-in along the end-to-end design process. Select product work had the opportunity to be reviewed by Apple CEO and SVP of Sales several times.