

# ERIK REIBLEIN

erik-r.com

linkedin.com/in/erreib/

erreib@gmail.com

914.584.1050

503 Washington St.,  
Providence, RI, 02903

## EDUCATION

### SYRACUSE UNIVERSITY

Bachelor of Industrial Design  
Graduation Date: May 2016

## ACHIEVEMENTS

- Lead the design team of an educational technology company for a product with millions of users since 2020 (ClassLink)
- Lead product design of an innovative, marketing-focussed AI startup since 2023 (FusionAds)
- Co-lead UX design for a ecommerce product backed by Alibaba from 2017-2018 (Lazada Express)

## SKILLS

### DESIGN

Team Direction and Management, UX, Ideation, User Testing, Prototyping, CAD Modeling

### SOFTWARE

Figma | Useberry | Illustrator  
SolidWorks | Fusion360

### PROGRAMMING

HTML | CSS | JS | Git | Angular  
React | VS Code + Cline

## EXPERIENCE

### FUSIONADS.AI | Head of Product Design

AUGUST 2023 - PRESENT | Providence, RI

I lead design for FusionAds, a new product that aims to provide small business owners with a full-service marketing team through AI. Besides user research, wireframing, and prototyping, I also provide motion graphics, website design, customer support, and marketing strategy for Fusion.

### CLASSLINK | Head of Product Design

JANUARY 2020 - PRESENT | Clifton, NJ + Providence, RI

I lead the UX design team at ClassLink, an edtech company whose product suite is used by millions of students, teachers and school administrators every day. In addition to helping product owners reinvent and streamline key features, I also direct and assist our team of UX designers, ensuring consistent design patterning across our many products.

### LAZADA EXPRESS | UX Design Co-Lead

JUNE 2017 - APRIL 2018 | New York, NY + Singapore

I co-lead UX design for a same-day delivery service in Singapore called Lazada Express. My main responsibilities included prototyping the various app UIs needed to power the service, as well as leading brand direction.

### MSLK | Graphic Designer

JUNE 2015 - AUGUST 2015 | New York, NY

Internship in New York City where I assisted with branding and graphic design related tasks, and also handled the creation of a promotional site for one of the company heads.

### DINEIN.CO.UK | UX Designer

JANUARY 2015 - APRIL 2015 | London, UK

Acted as a website designer at the food delivery company DINEIN in London. Worked closely with company CEO to redesign food ordering interface on the DINEIN website.

### ARROWMONT SCHOOL | Work Study

JUNE 2012 - AUGUST 2012 | Gatlinburg, TN

Was selected to participate in the work study program at the Arrowmont School of Arts and Crafts. Took four weeks of woodturning and bamboo classes in exchange for four weeks of kitchen and housekeeping work.

# CERTIFICATIONS

Nielson Norman - Certificate in User Experience | December 2023 | 1078816

Coursera - Google UX Design Specialization | May 2023 | U8WKXRYZ4XDU

Dassault Systèmes - Certified SOLIDWORKS Professional | February 2019 | C-5F9R3PN82R

# ABOUT

I am an internationally experienced UX designer who has worked on a wide variety of products since 2015. My approach to UX design involves probing for design pattern inconsistencies while looking for new opportunities to improve designs based on user feedback.

When ideating new designs or auditing existing ones, some of my responsibilities include: ensuring that an interface design possesses a functional and intuitive hierarchy, auditing for design pattern inconsistencies, and communicating with developers to ensure an accurate and smooth transition from prototype to code.

After assisting several startups with the UX design for their products from 2015 to 2019, I was hired by ClassLink in 2020 to lead their UX design team. Since then I have mentored and directed a team that now includes 5 UX designers. ClassLink develops software used by schools across the country to manage student accounts and app subscriptions. With many products available in our software suite, the overall company is split into many different teams each of which one of our UX designers is assigned to. My role, aside from traditional UX and prototyping work, is to review the designs coming from each team, and look for opportunities to apply better consistency across the overall suite.

Outside of my main discipline, I am also an avid tinkerer with experience designing in CAD programs such as Solidworks, Rhino, and Fusion360. I have built a variety of advanced electronic DIY projects, such as quadcopters, ebikes, and e-skateboards, many of which I have also designed and 3d printed enclosures for.