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ERICK PFLEIDERER, UXC

I'm an award winning creative leader, developing brands from the ground up through research, positioning and well executed digital experiences.

"...a true creative talent, an excellent manager, and he understands how to motivate, empower and create a team environment rooted in shared values. He is genuine, authentic, and extraordinarily dedicated to his work and his company."

JEFF RUM

Principal, SPARK Experience

Accolades

SIRIUSXM

2020, Digital Experience Value Award
2019, Most Innovative DEVA

PLATINUM MARCOM AWARD

2017, BikingAndWalkingBenchmarks.org

PLATINUM HERMES AWARD

2017, PhillipsandCohen.com

GOLD COMMUNICATOR AWARDS OF EXCELLENCE

2016, NWLC.org
2016, BetterWorldCampaign.org
2015, AABGU.org
2014, Mejditors.com
2013, JewishFoodExperience.com

W3 AWARDS

2015, AWR.org
2015, AABGU.org

+40 more awards from websites to branding over the past 10 years.

Experience

SIRIUSXM | Washington, DC

Design Director, Digital Experience

2019 - Present

- Manage all day-to-day design and UX work for over 1000 sales flows and account management tasks which support over 30 million customers.
- Selected to company-wide committee to reduce barriers to and encourage innovation within the company.
- Increased customer satisfaction, comprehension and conversion by leading and leveraging user research.
- Reformed workflow, intake processes and timelines to improve estimates, reduce risks and delays, increasing task completion time by 30%.
- Led design system process and communication improvements to increase efficiency and clarity for product owners, developers and partners.

TAOTI CREATIVE | Washington, DC

Creative & UX Director

2016 - 2019

- Led UX and Design teams to better understand user behavior, translating findings into optimal user experiences.
- Created, evolved and maintained logistical and budgetary processes to increase productivity and profitability, as well as client and staff satisfaction.
- Translated complex design and development ideas into simple/easy to understand concepts to clients and other internal teams.
- Led large scale digital projects for corporate, government, and non-profit clients.
- Lead business development pitch efforts with close rates nearing 90%.
- Defined department processes, policies, programs and systems to support strategic direction and organizational objectives of the agency, while improving culture.

SPARK EXPERIENCE | Bethesda, MD

Creative & Development Director

2011 - 2016

- Helped grow the company from six employees to 30, with over 2.5m in annual revenue.
- Built and improved client, vendor and agency relationships.
- Organized, prioritized and scheduled work assignments to balance workloads, and to meet various staff members skill-sets.
- Supervised, empowered, nurtured, encouraged, mentored and inspired the design, content and development teams to deliver award winning work.
- Led strategy and creative for interactive and branding projects for large non-profits, and corporations.

Software Knowledge

Sketch
XD
Figma
SVG Gator
InVision
Photoshop
Illustrator
InDesign
Acrobat
Animate Bridge
Keynote
FontExplorer

Optimal Workshop
User Testing
Survey Monkey
Calendly
Maze
Pages
MS Office
Jira
Asana
Basecamp
Teamwork
Slack

Skills and Methods

Creative Direction
Process Improvement
Team Building
Strategy
UX Design
Iconography
Interaction Design
Accessibility
Design Systems
User Interviews
Information Architecture
Card Sorting
Tree Testing
Surveys
Wireframing
Prototyping
App Design
Responsive Design
Branding
Technical Build Specs
HTML/CSS

Volunteer

Quarterly Blood Donor
2009 - Present

**President, Rosewood
Condominium Board**
2012 - 2015

**Vice President, Rosewood
Condominium Board**
2011 - 2012

TIM KENNEY MARKETING | North Bethesda, MD
Sr. Designer & Web Developer

2006 - 2011

- Managed and performed all tasks necessary on projects from proposals to invoicing and from creative conception to press, web launch and even physical spaces.
- Utilized best practices in Search Engine Optimization and Marketing tools to propel TKM and its clients into the top 10 on Google, MSN and Yahoo search engines.
- Researched and formulated lists for the naming of new companies.
- Performed competitive analysis on client competitor content and visuals to identify unique positioning opportunities.
- Planned and executed advertising buys in major publications such as The New York Times and The Washington Post.
- Wrote and edited copy with key marketing messages for use in various media.

CHARLES REGIONAL MEDICAL CENTER, formerly Civista | La Plata, MD **2005**
Graphic/Web Designer

- Solely designed and maintained all web properties.
- Produced and coordinated the printing and mailing of materials to over 100,000 postal patrons.
- Planned and purchased advertising
- Advised a planning committee which generated millions in revenue for an expansion of the hospital on all design and marketing directives.

COLLEGE OF SOUTHERN MARYLAND | La Plata, MD **2003 - 2005**
Graphic Designer

SALISBURY UNIVERSITY, OSAO | Salisbury, MD **1999 - 2002**
Graphic Artist

Speaking Engagements

How You Can Improve Your Digital Presence | Washington, DC **2018**
Open Gov Hub

Intersection of Design and Technology | Crystal City, VA **2018**
Tech in Motion & The Arts Meet!

Visiting Artist | Salisbury, MD **2017**
Salisbury University

Branding 101 | Bethesda, MD **2017**
Women's Learning Partnership, Global Partner Summit

UX Design Process | Bethesda, MD **2016**
Women's Learning Partnership, Global Partner Summit

Data Visualization & Infographics | Washington, DC **2016**
Ignite Academy

Education

User Experience Certified | Nielsen Norman Group **2020 - 2021**
Specialty: UX Management

Bachelor of Fine Arts, Graphic Design | Salisbury University **1999 - 2003**
Minor: Marketing, 3.8 GPA in Major
Campus Life Award (Awarded to less than 5% of college graduates nationwide)