Erik Johnson (he/him)
Product Design Leader

erikjohnson.org
linkedin.com/in/greathair
contact@erikjohnson.org
+1 312 772 3765

EDUCATION

MS, Human-Computer Interaction
Indiana University
Bloomington, IN / 2006 - 2008

BS, Informatics and Comp. Sci.
Indiana University
Bloomington, IN / 2006 - 2008

REFERENCES

Sairam Rangachari
my boss at Tandym
Co-Founder and CTO at Tandym

Joshua Sloser
my boss at McDonald's
now Global SVP Innovation at McDs

Kelsey Hall
my report at McDonald's
now Head of Accessibility at ADP

Ryan Page
my boss at Capital One
now VP Design at Amount

Sanjay Gosalia
my mentor at Capital One
now CEO at Nucleus Finance

John Munn
my co-founder at PrivateAcre
now SVP Head of Data Science at Visa

KEY ACCOMPLISHMENTS & RECOGNITION

- Launched a fintech startup that generated $2M ARR and sustained 80+ NPS
- Reduced the McDonald's multi-million dollar design budget by over 30% and grew the product-oriented in-house design team from 0 to 13 in two years
- Trained hundreds of managers and executives in design thinking at Capital One
- Introduced design thinking as a value prop for Card Partnerships at Capital One, scaling a strategy team that led to pipeline requests and budget from all verticals
- Designed Discover Bank's award-winning (IMA Outstanding Achievement, 2013) mobile check deposit app with 1 Million+ installs and a 4+ star rating

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EXPERIENCE

Head of Design, Tandym
Denver and Chicago / 2022 - Present
- Leading a growing design team as we build "the merchant-branded PayPal" - with credit, debit and a customizable loyalty program - from the ground up
- Seed-round funding from Google's Gradient Ventures and others of $60M
- Built a customer feedback and insights engine that enables real-time satisfaction measurement, builds social proof, and delivers weekly calls with real customers

Global Director of Product Design, McDonald's Corporation
Chicago / 2020 - 2022
- Led the McDonald's Global UX team across core digital products: app, kiosk, web
- Oversaw distinct teams (accessibility, research, and design) + product areas
- Managed McDonald's design agency (Huge) relationship and overall budget
- Developed and executed a transition plan from agency to in-house team
- Launched McDonald's first design system and governance model
- Collaborated with global brand, merchandising, operations, and international market leads to ship features and programs aligned with key business initiatives
- Responsible for research and design of McDonald's first loyalty program

President and Co-Founder, PrivateAcre
Chicago / 2017 - 2019
- Shipped the "AirBnB for Hunting & Fishing", generating $15k+ revenue in 4 months
- Led product design, operations, and product management
- Planned and managed sprints for back-end and front-end development teams

Design Strategist Senior Manager, Capital One
Chicago / 2014 - 2017
- Founded, scaled, and led a new design strategy offering as a value prop to partners as a way to differentiate from other financial services providers
- Led ethnographic research for retail cards, and managed design of a new web-based servicing app based on synthesized insights and personas
- Managed 3 reports, including a visual designer, UX designer and researcher
- Supported the head of design to help build a new office space and team centered around innovation for the Chicago retail partnerships line of business

Designer Senior Manager, Accenture / Fjord / Acquity Group
Chicago / 2008 - 2014
- Designed award-winning apps and websites across multiple fortune 500 clients
- Introduced a new, more efficient design studio methodology
- Developed a UX estimating tool which cut time to deliver RFP estimates in half
- Managed and mentored 3 cross-functional direct reports