



## Erik Johnson

### Product Design Leader

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#### EDUCATION

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

**BS, Informatics and Computer Sci.**  
Indiana University  
Bloomington, IN / 2002-2006

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#### REFERENCES

##### Ryan Page

my manager at Capital One  
now VP Design at Amount

*"His leadership brought people from many backgrounds together, and he was always willing to roll up his sleeves to do whatever was needed."*

##### John Munn

business partner at PrivateAcre  
now Head of Global Data Science, Visa

*"Erik has a knack of acquiring great talent and surrounding the company with great people."*

##### Kelsey Hall

my report at McDonald's Corp.  
now Director of UX at McDonald's

*"[Erik] was able to find the perfect balance between pushing us to grow as designers and letting us determine our own path."*

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#### KEY ACCOMPLISHMENTS & RECOGNITION

- Reduced the McDonald's multi-million dollar design budget by over 30% and grew the in-house design team from 0 to 13 in two years
- Launched a startup into market that generated over \$15k revenue in 4 months
- 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

Chicago / 2022-Present

Currently leading a growing design team at a financial technology startup. Seed-round funding from Google's Gradient Ventures and others of \$60M.

##### Global Director of UX Design, McDonald's Corporation

Chicago / 2020-2022

Led the McDonald's Global UX Team across core digital products: app, kiosk, and website. The team included accessibility, UX research, and design. Managed the Global McDonald's design agency relationship and overall budget. In-sourced designers and researchers, growing from 0 to 13 in two years, developed transition plan with agency. Launched McDonald's first Design System and governance model. Collaborated with global brand, merchandising, operations, and market leads to ship features and programs aligned with key business initiatives. Responsible for research and design of McDonald's first loyalty program: MyMcDonald's Rewards

##### President and Co-Founder, PrivateAcre

Chicago / 2017-2019

Led product design, operations, and product management. Planned and managed sprints for back-end and front-end development teams. Designed and launched a custom MVP with 100+ screens and states, including multiple third-party service integrations - leading to over \$15k revenue in first 4 months.

##### Design Strategist Senior Manager, Capital One

Chicago / 2014-2017

Founded, scaled, and led a new design strategy offering which brought our internal design capabilities forward to partners and prospects 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 and mentored 2-3 reports, including visual designers, UX designers and researchers. 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. Assisted in key hires to build the design team.

##### Designer / Senior Design Manager, Accenture / Fjord / Acquity Group

Chicago / 2008-2014

Designed multiple 4+ star apps and award-winning 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 3-5 direct reports, including junior UX designers and researchers.