

ERICA KWAK

Product Designer dedicated to building inclusive digital products that meet business objectives.

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EDUCATION

The University of Texas at Austin

Austin, TX

BFA Design, Minor in Cultural Anthropology. GPA: 3.79

August 2021 - May 2025

Relevant Coursework: Capstone Design, Advanced Interaction Design, Design Research, Cultural Anthropology

IES Abroad Berlin

Berlin, DE

Study abroad coursework in urban design, art history, and German culture.

January 2024 - May 2024

Relevant Coursework: Urban Design & Sustainability, Art & Society, Museums & Memory

Stuyvesant High School

New York, NY

GPA: 3.7

September 2017 - June 2021

EXPERIENCE

Mirical

New York, NY

Founding Product Designer

December 2025 - Present

- Led the end-to-end product design of a SaaS booking platform, transforming abstract requirements into a fully functional MVP that enables service providers to manage digital bookings for the first time.
- Collaborated directly with engineering to define technical requirements and prioritize features, balancing ambitious design vision with development constraints to ensure a successful V1 launch.
- Designed high-fidelity interfaces for both the public-facing marketing site and the internal dashboard, creating a cohesive brand experience from visitor acquisition to daily platform usage.

Starcycle

Remote

UX/UI Design Intern

September 2024 - January 2025

- Designed end-to-end wireframes for the onboarding flow, identifying and removing key friction points to streamline the user entry path.
- Delivered high-fidelity, production-ready assets in Figma that were adopted by the engineering team without revision, ensuring a 1:1 transition from design to development.
- Redesigned the compliance reminders system to increase clarity, reducing cognitive load for founders navigating complex legal dissolution processes.

IBM Accelerate

Remote

Design (UX) Track Participant

June 2023 - July 2023

- Explored IBM's approach to UX, visual design, and design research through weekly workshops, design critiques, and collaborative small-group activities.
- Practiced applying human-centered design principles to emerging technologies, strengthening skills in ideation, user research, wireframing, and ethical design thinking.
- Received coaching and mentorship from IBM designers and industry leaders, gaining deeper insight into design craft, presentation, and UX best practices.

PROJECTS

192 Station Mart

July 2024 - May 2025

- Designed a cohesive brand identity, translating neighborhood context into a refreshed visual language.
- Developed an end-to-end order-ahead pickup app, including user flows, wireframes, UI design, and interactive prototypes, aimed at improving convenience for commuters and streamlining operations.
- Exhibited the final project at the UT Design Capstone Exhibition, curating a cohesive visual display of large-scale posters and physical menus to contextually present the app prototype to the public.

SKILLS

Technical: Figma, Framer, Adobe Creative Cloud, Rhino, HTML/CSS

Language: Korean (Limited Working Proficiency), Spanish (Elementary Proficiency)