Ethan Robert Pierce

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PROFESSIONAL EXPERIENCE

Fincura — (Series A Commercial Lending Analytics Company)   Boston, MA
Sr. UX Designer—Product Design Lead   Feb 2019 – Present
- Conceptualized and designed all new product features across a team of 13 product managers and software engineers.
- Designed a user interface to enable non-technical users to find and correct errors in AI data parsing, and a system to visually map raw data to standardized formats. The resulting product consistently saves financial analysts >50 mins per commercial loan review.
- Won a contract with a top-20 US Bank against a multi-billion dollar software incumbent based on a prototype I designed for a desired software feature. Led three-month research, design, and prototyping project with bank, and presented prototype and test results to key bank leadership.
- Designed dynamic financial statement dashboards and industry benchmarking tools that became key sales tools.

Vistaprint — (Global E-Commerce Company with over 2.5 B Annual Revenue)   Waltham, MA
Sr. UX Designer—Product Design Lead   May 2018 – Jan 2019
- Responsible for designing all new product features and improvements for 5 teams of engineers across 3 continents.
- Developed and prioritized engineering backlog of key usability issues across the site that impacted conversion.
- Gained buy-in from CEO and executives to run 5-day design sprints across design, product and engineering teams in order to prototype and test new product solutions. One design sprint, comprised of 9 engineers, product managers and designers resulted in the adoption of a new 2-year roadmap to revamp the company's core design studio.

UX Designer, Weddings & Invitations   Jan 2018 – Apr 2018
- Designed and supervised development of new end-to-end experience for 40MM weddings & invitations category.

Intern & Independent Contractor — (Various Boston-Based Startups)   Boston, MA
User Experience (UX) Design Intern & Consultant   Dec 2016 – Dec 2017
- Series of entry-level product design internships and contract roles, including ThirdChannel, OpenDataSoft, and Frank.

Hillary for America — (2016 Presidential Campaign)   Portland, ME
Campaign Organizer—State of Maine   Aug 2016 – Nov 2017
- Consecutively met and surpassed 1600 volunteer recruitment call-per-week KPIs. Exceeded volunteer shifting by 20% and national volunteer retention by over 30%. Efforts resulted in winning 3 electoral college points in competitive district.
- Managed team of 3 staffers, 6 interns to coordinate over 6,500 volunteer canvassing shifts on election day.

Palette — (Startup focused on Fine Art Market)   Brooklyn, NY
Co-Founder & CEO   Dec 2014 – Aug 2016
- Launched art rental subscription service to clients in 10 US states. Built financial model, developed go-to-market strategy, launched marketing campaigns and website, and designed art shipping crates and service experience.
- Designed and supervised development of 'Tinder for Art' application to help identify user tastes in art.
- Top 8 team (of 40) in Yale's entrepreneurship program, resulting in 15K prize funding and access to summer accelerator

EDUCATION

Harvard University   Cambridge, MA
B.A. in Visual & Environmental Studies (VES), cum laude   May 2015
- Rudolf Arnheim Prize—for most outstanding interdisciplinary undergraduate thesis.
- Fulbright Research Fellowship (alternate)—highly competitive research fellowship in Germany.

VOLUNTEERING & SKILLS

Selected Volunteering
Mentor / Judge, MassChallenge   Nov 2019 – Present
- Selected to judge pilot international entrepreneurship competition in Nanjing, China, with two other American judges.
Marketing Coordinator, Harvard Alumni Entrepreneurs   Sept 2019 – Present
- Design and coordinate marketing campaigns and events for Harvard Alumni Entrepreneurship organization.
Product Design Advisor   Feb 2016 – Present
- Advise numerous startups out of MassChallenge, Techstars and Harvard iLab in product design and user testing.

Languages: English (native), German (fluent), Spanish, Portuguese (conversational), French, Mandarin (basic).
Skills: Design: Sketch, Invision, Adobe Suite; Development: HTML, CSS, Ruby on Rails; Data Visualization: D3 configuration.