

# ERIKA KEHRWALD

erikakehrwald.com  
ekehrwald@gmail.com  
(970) 231-7559

## EXPERIENCE

---

### Octi | Product Design Lead

February – June 2018 Los Angeles, CA

Redesigned the previous gestural-based AR app into an interactive video messaging app (worked as principal designer). Manages an internal design team and contractors. Oversees the creation and delivery of design assets to the engineering team. Presents new features and prototypes to executive management and investors.

### Sagmeister & Walsh | Production Intern

July – September 2017 New York, NY

Assisted producing Jessica Walsh's NoFilter project. Production included sourcing props, managing expenses, coordinating shoots and feedback between photo team, designers, and creative director. Managed Ladies, Wine & Design organization globally as well as the NYC chapter. Collected content and resources from leaders, answered questions and helped new chapters get started. Managed social media content and accounts for @letstalkabout-mentalhealth, @frootifizz and @thefrootilife on Instagram, updated and Let's Talk About Mental Health website.

### Use All Five | Interactive Design Intern

March – May 2017 Los Angeles, CA

Created and tested mockups for the web-based virtual reality prototyping tool the studio was involved in building called Very.gd. Worked on webpage layouts for project documentation used on the new Use All Five website, including documentation for the Milken Institute's Center for the Future of Aging.

### Spotify | Product Design Intern

June – August 2016 San Francisco, CA

Within the partnerships and emerging platforms team in the SF office, was responsible for creating an office directory, documenting and critiquing existing integration user flows as well as designing and prototyping across various verticals. Created a prototype for the Starbucks integration that was user-tested in a study at the NYC office. Active partnerships that summer included Tinder, Bumble and Runkeeper. My main project was conceptualizing a Snapchat integration.

### MobLabs | UI/UX Design Intern

March – May 2016 Los Angeles, CA

Responsible for designing onboarding screens and animations for iOS app store for both Timefly and Snaphunt apps. When the team transitioned over to the Wonder phone, conducted UX research and testing on PC and mobile gamers. Designed and prototyped home, contacts, and messaging interfaces optimized for a better mobile gaming experience.

### Playboy Magazine | Art & Design Intern

January – March 2016 Los Angeles, CA

Worked under the art director and creative director on layout, design, and storyboarding. Assisted on photoshoots and photo retouching. Created icons and illustrations for the politics section and worked on merchandise mockups. Printed and cut magazine's monthly layout spreads for Hefner's approval.

## EDUCATION

---

### University of California, Los Angeles

Bachelor of Arts, Design Media Arts  
June 2017

### University of Washington

Interaction Design Major  
2013-2015

## SKILLS

---

### Software

Adobe Creative Suite  
Sketch  
Principle  
InVision Studio  
Cinema 4D  
Unity  
Dialogflow  
JIRA

### Development

HTML, CSS, Javascript  
Processing, p5.js  
JSON  
Basic C#