

# Erica Sachiyo Deahl

## EXPERIENCE

### **Earnest**

*Lead product designer* | January 2017-present, San Francisco CA

I currently manage the Earnest design team and serve as design lead on Earnest's new Home Loan product, which we launched in May.

### **Hillary for America**

*Senior designer* | August-November 2016, Brooklyn NY

I led the effort to evolve Hillary Clinton's campaign brand language during the final push to get out the vote. I guided our 15-person design team in developing a visual system to mobilize voters and coordinated execution across platforms.

### **18F, General Services Administration**

*UX design lead* | November 2014-August 2016, San Francisco CA

My role as a UX design lead at 18F spanned product design, visual design, user research, and management. I worked as part of an agile team to discover the needs of users and to design, test, and iterate products. I helped launch labs.usa.gov, the U.S. Web Design Standards, myUSCIS, and openFOIA. I also managed designers, facilitated hiring, and established our design team critique program.

### **Adaptive Path**

*Experience design contractor* | August-September 2014, San Francisco CA

I worked as an experience designer developing a new feature for a peer economy platform. My role included user research, service design, and UI design.

### **Civic Data Design Lab at MIT**

*Graduate researcher* | June 2013-July 2014, Cambridge MA

I led design for City Digits, a curriculum and web app that helps high school students learn statistics and data science by investigating social issues in their neighborhoods.

### **Massachusetts Institute of Technology**

*Teaching assistant* | February-May 2014, Cambridge MA

As a TA for the Building Mobile Experiences course, I mentored student teams as they developed mobile apps, from research to design, implementation, and testing.

### **2 x 4**

*Senior designer* | May 2011-August 2012, New York NY

As part of the interactive team, I designed desktop and mobile interfaces and oversaw design research, strategy, interaction design, and visual design. I worked closely with developers, mentored junior designers, and managed client relationships. Clients included Barneys New York, Fondazione Prada, Yale University Art Gallery, and Longwood Gardens.

### **2 x 4**

*Designer* | May 2009-May 2011, New York NY

I designed and managed branding projects for print and digital media. Clients included the American Academy in Rome, the Gardner Museum, Maharam, Columbia GSAPP, and the International Contemporary Furniture Fair.

## **2 x 4**

*Junior designer* | August 2007-May 2009, New York NY

I collaborated with designers and art directors on branding, print, and environmental design projects. Clients included the Cooper Hewitt National Design Museum, the Studio Museum in Harlem, and Malin+Goetz.

## **2 x 4**

*Intern* | June-August 2007, New York NY

I assisted with branding and print design and production.

## **Brand Integration Group, Ogilvy & Mather**

*Intern* | June-September 2006, New York NY

I worked with designers to develop branding and environmental concepts and design.

## **EDUCATION**

### **Massachusetts Institute of Technology**

M.S. in Comparative Media Studies | 2014, Cambridge MA

I completed graduate coursework at MIT's Comparative Media Studies program, the Media Lab, and the Harvard Graduate School of Education.

### **Yale University**

B.A. in art, concentration in graphic design | 2007, New Haven CT

I graduated cum laude and studied abroad at l'Ecole nationale supérieure des arts décoratifs in Paris, France.

## **SPEAKING**

### **AIGA presents the Hillary for America design team**

Panel at The New School with the HFA design team | 2017, New York NY

### **Building trust and harmony across government design**

Keynote at the AIGA DotGovDesign conference | 2016, Washington DC

### **Transforming immigration**

Talk at Designer Fund | 2015, San Francisco CA

### **myUSCIS: Improving the user experience of immigration**

Talk at the Lean Startup conference | 2015, San Francisco CA

### **Big data's big capacity gap: Developing youth data literacies for civic engagement and social impact**

Talk at the 6th International Conference for the Humanities, Arts, Science, and Technology Alliance and Collaboratory | 2014, Lima Peru

### **City Digits: Developing socially-grounded data literacy in the classroom**

Talk at the MIT Kevin Lynch Awards | 2014, Cambridge MA

### **Local Lotto: A critical analysis of the state lottery through mathematics**

Professional development workshop at Math for America | 2014, New York NY

## WRITING

### **Beyond data literacy: Reinventing community engagement and empowerment in the age of data**

Article in the *Data-Pop Alliance white paper series* with Rahul Bhargava, Emmanuel Letouzé, Amanda Noonan, David Sangokoya, Natalie Shoup | 2015

### **Youth data literacy as a pathway to civic engagement**

Case study in *The Civic media project* | 2015

### **Better the data you know: Developing youth data literacy in schools and informal learning environments**

M.S. thesis, Massachusetts Institute of Technology | 2014

### **A design workshop in Lima, Peru: Teaching a creative process**

Article in *User experience magazine* with Rodrigo Davies, Julie Fischer, Jason Lipshin, Eduardo Marisca, Ling Zhong | 2014

### **Local Lotto: Mathematics and mobile technology to study the lottery**

Article in *Cases on technology integration in mathematics education* with Vivian Lim, Laurie Rubel, Sarah Williams | 2014

### **City Digits, Local Lotto: Developing youth data literacy by investigating the lottery**

Article in *Journal of digital and media literacy* with Sarah Williams, Laurie Rubel, Vivian Lim | 2014

## SKILLS

### **Design & research**

UX design, service design, qualitative user research, design management, visual design, workshop facilitation, branding and identity, information architecture, design research, public speaking, teaching

### **Frequently used tools**

Sketch, Adobe Creative Cloud, InVision, Mural.ly, Keynote, HTML, CSS

### **Languages**

English, French