

ERICA WARHAFTIG

VP, Strategy & User Experience

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SUMMARY

Strategy-first digital experience leader who guides teams and delivers work that drives real results for brands including 12 Fortune 500 companies. At Dragon Army, I built the UX and strategy practices from the ground up, lead the content team, and developed Applied Game Theory™, the agency's framework for measurable engagement. I use AI to help small teams do big things, and I'm known for connecting user needs, business goals, and execution.

EXPERIENCE

VP, Strategy & User Experience, Dragon Army 2014 – Present

- Built the User Experience and Strategy disciplines from the ground up, took on leadership of the Content team, and shared leadership of the Design team, leading 4 full-time employees and 3 contractors and supporting up to \$4M+ in annual revenue
- Developed Applied Game Theory™, Dragon Army's engagement framework and key differentiator, and the core strategy for the majority of agency projects
- Built AGT Expert, a custom AI strategist that cut strategy briefs from 15–30 hours to under an hour, and led a team using AI for UX audit automation, UX/UI SWOT analysis, and rapid prototyping
- Led a three-person team that built an AI-powered invoice proof of concept for a global beverage brand in one month, designing the invoice directly in HTML with Claude Code
- Created a centralized deliverable library used by sales, producers, and team leads to scope and estimate work, and developed and guided the agency's current QA process
- Developed RFP responses, coordinated pitch teams, and presented in nearly every new business pitch
- Led UX and strategy for high-impact client websites including Great Clips (increased "likelihood to recommend" from 3.4 to 4.6), Cox Media (increased inbound leads by 21%), and UMCMission.org (increased recurring online donations by 314%)
- Named Employee of the Year for excellence in performance and teamwork

Senior User Experience Architect, The Home Depot 2013 – 2014

- Served as the principal UX architect for The Home Depot's iOS and Android consumer apps, collaborating with product and engineering teams to deliver features that improved in-store and mobile shopping experiences
- Led UX design for store mapping and product wayfinding features, improving user navigation and in-store conversion
- Partnered with mobile web and desktop teams to ensure a seamless multi-channel experience
- Worked in an agile environment to plan sprints, prioritize features, and iterate on releases based on user feedback and business needs

User Experience Architect, InterContinental Hotels Group 2010 – 2013

- Led UX strategy for core website experiences, including homepage, search results, and checkout flows across IHG's global hotel brand portfolio
- Led UX planning and execution for the transition from Priority Club Rewards to IHG Rewards
- Designed experiences that met or exceeded WCAG accessibility standards, were SEO-optimized, and localized for 13 global markets
- Served as a principal member of the UX strategy team, helping define and test forward-looking concepts to guide product evolution

- Designed user flows, sitemaps, and wireframes for key sections of homedepot.com, including Kitchens, Flooring, Paint, and Outdoors
- Used analytics to inform design decisions and make data-backed recommendations to improve user experience and business outcomes
- Partnered with internal stakeholders and third-party agencies to align experience design with business strategy and brand standards

Earlier experience

- **Senior User Experience Architect, Engauge Digital:** Led UX for a large-scale benefits and financial planning web application for employees, employers, and fund managers
- **Business Analyst II, RealTime Gaming:** Redesigned a casino administration portal and managed integrations with financial processing tools
- **Interaction Designer, Sage Software, SB Inc.:** Designed features for Peachtree Accounting, including online banking and a dashboard still in production today
- **Graphic Interface Designer, Paychex Inc.:** Created reusable design templates and UI documentation for payroll software

SKILLS

Leadership & Strategy	Cross-functional Team Leadership · Team Development & Mentorship · Strategic Planning & Roadmapping · Product, UX, & Content Strategy · Sales Enablement & Pitch Support · Process Design & Scalable Systems
Experience Design	User Research & Journey Mapping · Wireframing & Prototyping · Interaction Design & IA · Design Systems & Atomic Design · Accessibility Compliance · Persona & Narrative Development
AI	Custom AI Assistants (Claude, Gemini, ChatGPT) · Prompt & Instruction Design · AI Wireframing & Prototyping · AI Content Generation · Multi-Model Evaluation

EDUCATION

Rochester Institute of Technology, Bachelor of Science, Information Technology w/New Media option