

ERICH RAINVILLE

Senior UI/UX Designer | Product Design Leader

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Senior UI/UX Designer and product design leader with 25+ years of experience designing complex, workflow-heavy software — including deep expertise in map-based and geospatial applications for desktop and field use. Specialized in user research, journey mapping, interaction design, and design systems, with a track record of leading end-to-end UX strategy for enterprise SaaS platforms. Known for translating nuanced operational requirements into intuitive, scalable experiences, partnering closely with engineering and product teams to deliver high-quality, well-documented solutions.

EXPERIENCE

LEAD PRODUCT DESIGNER, THE CANTON GROUP — JAN 2025 - PRESENT

Lead Product Designer driving end-to-end product and UX strategy for a complex, workflow-heavy SaaS platform. I lead the design of core system experiences, translating nuanced operational requirements into intuitive, scalable product solutions while partnering closely with engineering during a transition to a modern architecture and component-driven framework.

I'm also leading the development of a comprehensive design system that serves as the foundation for the platform's evolution — improving consistency, accelerating delivery, and enabling long-term scalability. In close collaboration with product leadership, I help define the North Star vision and experience principles that guide roadmap decisions and ensure the product grows in a cohesive, user-centered direction.

LEAD PRODUCT DESIGNER (CONTRACT), ID PLANS — OCT 2023 - JUL 2024

Led product design and spearheaded the design system implementation for the ID Plans platform, empowering commercial real estate professionals.

- Redesigned the ID Inspect web application and new inspection-centric mobile app
- Drove the design and development of a cohesive design system across multiple platform products
- Enhanced team collaboration by establishing processes and rituals that boosted productivity and outcomes
- Mentored and coached product team members, fostering growth and skill development

LEAD PRODUCT DESIGNER, MATTERPORT — MAY 2022 - JUL 2023

Led UX for Matterport Capture Services, a \$30M+ annual revenue product.

- Scoped features with product and engineering, from individual components to cross-platform workflows
- Provided design leadership for high-profile initiatives, driving project success
- Mentored and managed designers
- Partnered with developers to define and integrate the design documentation needed for clean handoffs
- Ensured consistent user experiences across the platform by closely aligning with other designers to drive creation of a new design system

SENIOR PRODUCT DESIGNER, ESRI — MAY 2016 - APR 2022

Led the design of multiple complex web applications for data collection and spearheaded the ArcGIS Smart Forms initiative.

- Developed customer journey maps for field data collection apps, identifying friction points across mobile and desktop workflows to inform design decisions and prioritize improvements

- Developed and optimized system processes for the web design team, including design discovery, ideation, high-resolution design production, detailed specifications, code-based design reviews, and comprehensive design documentation
- Contributed to company-wide design system initiatives by collaborating with other designers to shape the design system for the company's web applications and worked with the development team on seamless integration into applications
- Led efforts to maintain and enhance the team's design tooling, continuously evaluating new features to improve design processes and deliverables. These efforts resulted in higher quality design implementation, reduced development time, and faster quality-assurance testing
- Defined and scoped products in collaboration with product and development teams, from individual features to application-wide patterns
- Conducted user research and interviews throughout all stages of product development to inform design decisions
- Mentored, coached, and onboarded new designers, fostering team growth and development

PRODUCT DESIGNER, ESRI — JUN 2014 - MAY 2016

Designed features and workflows for ArcGIS Open Data, collaborating with product and development teams. Created wireframes, prototyped in code, and implemented production code.

- Led the design of a web application, enabling customers to publish their data seamlessly
- Transitioned the application from custom styling to a CSS framework, enhancing UI design consistency and expanding site customization options for customers

SENIOR DESIGNER, EYE STREET SOLUTIONS — SEP 2005 - APR 2014

Provided design and technical expertise for government and private sector clients.

- Designed and developed the UI & UX for a new application that is used FEMA's digital asset management system
- Led the redesign for many large federal government websites, ensuring consistency and accessibility, as well as administrator for the content management system (CMS) that powered the sites

PRESIDENT/OWNER, DOWNEY MILL GROUP — APR 2001 - DEC 2006

Founded and led a business that developed web products ranging from simple online brochures to large, database-driven sites with content management systems and e-commerce storefronts.

SENIOR WEB DESIGNER/DEVELOPER/PROJECT MANAGER, MICHELANGELO.COM — JAN 1997 - APR 2001

Managed client relationships and project development, including creating estimates, project timelines, and organizing tasks into milestones. Designed and developed the portfolio of 50+ commercial, medical, non-profit, and e-commerce web sites.

CORE SKILLS

UI/UX Design • Interaction Design • Human-Computer Interaction • Design Systems • UX Architecture • Journey Mapping • User Research • Usability Testing • Workflow Design • Information Architecture • Accessibility (WCAG) • Enterprise SaaS • Cross-Functional Leadership • Agile Collaboration • Design Documentation

TOOLS

Figma • Sketch • Adobe Creative Suite • InVision • Paper • Cursor AI • Claude AI • Miro • HTML • CSS (SCSS) • Tailwind CSS • Visual Studio Code • Web

EDUCATION

Corcoran School of Art — Studies in Graphic Design • Franklin Pierce College — Studies in Graphic Design

CERTIFICATIONS

Certified Scrum Master (CSM), 2016 • Certified Scrum Product Owner (CSPO), 2016