

Erik Rathwell

Product Designer

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About Me

I am an experienced design leader dedicated to advancing both design practice and team development. My work embodies craft, attention to detail, and customer-centeredness. I thrive in collaborative settings that use research, data, and creativity to deliver innovative experiences.

Experience

Product Design Manager, Warner Bros Discovery

August 2022 – July 2025

Drove design strategy for flagship Max features including Details pages, My List, Continue Watching, and Downloads. Led team through full product lifecycle, including facilitating workshops, regularly presenting to executive leadership, and ultimately delivering usable and beautiful experiences for 120M+ global subscribers.

- Led design for My Stuff and Downloads for Max launch
- Designed and launched Social Share feature including spearheading improvements to deep-linking capabilities
- Led design for multiple new content-type optimizations and feature improvements for Content Detail pages
- Owned design update for event pages for 2024 Paris Olympics
- Oversaw creation of component library for major design system redesign

Staff Product Designer, WarnerMedia

February 2020 - August 2022

Owned end-to-end UX strategy for core user identity features including Profiles, Settings, and My Stuff. Partnered closely with product and engineers to scope, prioritize, and launch these critical features on HBO Max.

- Owned designs for profile, parental controls, settings, payment, and CCPA compliance for HBO Max launch
- Led major overhaul of navigation and downloads for v2 of HBO Max web and mobile apps
- Designed beloved photo upload and character avatar features for user profiles

Senior Product Designer, HBO

June 2016 - February 2020

Designed a wide variety of features across settings, account management, and authentication.

- Designed the Device Management tool, drastically reducing top support call driver
- Fully redesigned the authentication flows including sign-in via partners
- Championed a11y design practices via training and documentation

Senior UX Designer, University of Washington

September 2012 - June 2016

Design and research for the Kuali Student SaaS University Management suite, MyPlan student planning app, and Financial Services overhaul.

- Led design and analysis for major expansion MyPlan expansion to include tools to support degree selection
- Designed SAAS enterprise admin applications for global university consortium
- Improved suite-wide usability through design standards and libraries

UX Architect, SMITH/Ascentium

February 2010 - September 2012

UX consulting for clients from small businesses to Fortune 500 companies.

- Crafted user-centered solutions with wireframes, mocks, and prototypes
- Developed IA strategies for optimal user flows and content organization
- Championed UX as a key driver of success in web development projects

Education

University of Washington, 2009

Masters of Library and Information Science (MLIS)

Portland State University, 2004

Bachelor of Science, History

Skills

Design Leadership, Interaction and Visual Design, Product Strategy, Usability Testing, User Experience Designs, Responsive Design, Mobile Design, AI Design, Journey Mapping, Motion Design, WCAG Compliance, Localization, Accessibility (a11y), Prototyping, Information Architecture, Learnability, Data Analysis

Tools

Figma, ProtoPie, Sketch, Adobe CS, CSS/HTML/JS, JIRA, Looker Studio, Google Analytics