

# Eric Meller

## Senior Product Designer

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Based in the Greater NYC Area • Open to remote, hybrid, or on-site in NYC

### WORK EXPERIENCE

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#### Senior Product Designer • Rip Road • New York, NY Jun 2022 - Nov 2025

- Shaped new feature implementation for connected auto-injectors on Rip Road's iOS & Android mobile platform, which was subsequently used as the foundation to support a range of patient use cases, biologic medications, and medical auto-injectors generating over 650k in revenue.
- Designed the in-app experience for Injection Site Tracking on iOS & Android, maximizing patient adherence on biologic medications with self-administration and medical auto-injectors.
- Launched the iOS companion app for Enable Injections' enFuse On-Body Injector, supporting patients on injectable therapies with real-time injection status and progress monitoring.
- Launched the iOS & Android companion app for Merck, supporting clinical research for patients requiring injectable therapies with Ypsomed's SmartPilot medical auto-injector.

#### Product Designer • Health Recovery Solutions (HRS) • New York, NY Jun 2021 - May 2022

- Guided the UX redesign of HRS' core product on iOS & Android, PatientConnect, actively monitoring more than 450,000 high acuity patients.
- Designed and managed PatientConnect's design system resulting in 1:1 parity between tablet and mobile platforms, and achieving Level A WCAG compliance.
- Reviewed product complaints with HRS' client success specialists, serving over 400 health system clients in the U.S., to identify feature enhancements.
- Scaled HRS' web-based clinician portal to include real time inventory visibility of their remote patient monitoring equipment. Beta launched with 15 hospitals and health center clients across the U.S.

#### Motion Designer • Captivate • New York, NY Nov 2017 - Jun 2021

- Co-led all motion design projects for branded client campaigns across Captivate's ecosystem of 11,000+ media screens in more than 1,600 office buildings across the U.S. and Canada reaching 13MM monthly viewers.

#### Art Director • Panasonic • New York, NY Jan 2016 - Mar 2017

- Led design direction for all large scale, digital display installations in high-end retail locations for Puma, Perry Ellis, Acura, and Macy's in Herald Square. Delivered 80% win rate for proposals, 95% client retention for repeat projects.

#### Senior Art Director • TPN Retail (Omnicom) • New York, NY May 2012 - Jun 2015

- Co-led creative direction for Bank of America's customer-facing digital channel, increasing brand awareness across 4,000+ banking centers nationwide by turning complex banking products into simple, informative product benefits to customers.

**Motion Designer • IOMEDIA • New York, NY**

**Jan 2010 - Apr 2012**

- Delivered end-to-end motion design content for iPad applications, product demos, interactive mock-ups, and sizzle reels for agency clients.

**Motion Designer • Freelance • New York, NY**

**May 2007 - Jun 2009**

- **R/GA** - Created consumer-facing motion graphics content for user journeys and product demos across top accounts – Nike, GE, Verizon, L’Oreal Paris, Taco Bell, and Alfa Romeo.
- **AT&T** - Launched AT&T’s Tech Channel hosted on YouTube with 119k subscribers.
- **Organic** - Created consumer facing motion graphics content for Bank of America’s Digital Signage Network and web-based digital ads.
- **Comedy Central (Viacom)** - Animated on-air promos for their summer block programming, and refreshed their on-air broadcast toolkit.

**Broadcast Designer • Sony Music • New York, NY**

**Sep 2002 - Mar 2007**

- Created interface designs and video editorial content for all recording artists under the Sony Music record label. Collaborated with external clients to design and animate broadcast show opens, main titles and on-air promos for MTV, VH1, and HBO.

## EDUCATION

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**New York Institute of Technology**, Old Westbury, New York

Bachelor of Fine Arts, Digital Art

## SKILLS

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User experience (UX), high-fidelity UI, design systems, research analysis, usability testing, prototyping, accessibility (WCAG), iOS & Android native apps, web portals, dashboards, data visualization, motion design, AI tools, AI frameworks.