

ERIC MELLER

UX & product-focused designer with a special flair in motion graphics & art direction.

www.ericmeller.com

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WORK

UI/UX Designer / Health Recovery Solutions

(Remote) NYC, 2021 - Current

I build out optimal workflows and accessible designs from concept to final hand-off to engineering. My focus is on both patient and clinician-facing experiences and feature enhancements across products and platforms for remote patient monitoring solutions. I also designed and manage the product design system for UI/UX and engineering teams.

Designer / Captivate

NYC, 2017 - 2021

I designed branded content and client campaigns across Captivate's ecosystem of 11,000+ media screens in 1,600+ office buildings across the U.S. and Canada reaching 13M monthly viewers.

Lead Art Director / Panasonic

(Consultant) NYC, 2016 - 2017

Under Panasonic's Sensory Solutions Group, I led the design process on large-scale OOH media projects that integrated copy, art, and video for custom digital screen installations for Puma, Perry Ellis, Macy's Herald Square, and Acura.

Senior Art Director / TPN Retail

NYC, 2012 - 2015

I co-led a motion design team creating digital marketing content for a top 5 client account - Bank Of America. My work led to increased brand awareness across 4,000+ banking centers nationwide by turning complex banking products into simple, informative product benefits to the customer.

Motion Designer / IOMEDIA

NYC, 2010 - 2012

I worked with interactive developers to create motion graphics content for iPad applications, product demos and interactive mock-ups for the agencies pharma clients, to assist in explaining biomedical processes.

Motion Designer / Organic, AT&T, Viacom, R/GA

(Freelance) NYC, 2007 - 2009

Freelanced as a motion designer on multimedia design projects for all things advertising - Retail, OOH, web-based videos and interactive user journeys.

Motion Designer / Sony Music

NYC, 2002 - 2007

I created interface designs and video editorial for all recording artists under the Sony Music record label. I also worked within Sony's Digital Studio to design & animate on-air promos, main titles and show opens for MTV, VH1 and HBO.

SKILLS

Design: UI & visual design, wireframing, prototyping, branding, storyboards, low/high fidelity design, motion graphics.

Research: Usability testing, user flows, affinity mapping, personas, empathy mapping, competitive analysis.

RECOGNITION

2019 Hermes Platinum Award

The Power of Captivate "Elevator Experiment Video"

2015 Digital Signage Expo Gold Apex Award

Bank Of America "Mobile Check Deposit"

2015 Bronze Telly Award

Bank of America Cash Rewards Credit Card "Get Together"

2014 Gold Telly Award

Bank of America Mobile Banking "It's So Easy"

EDUCATION

Springboard UX Design Career Track

Certification, October 2020

New York Institute Of Technology

B.F.A., Computer Graphics, 2002