

Eric Meller

UX/UI PRODUCT DESIGN LEAD

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WORK EXPERIENCE (NEW YORK, NY)

Senior Product Designer | Rip Road

2023 - Present

- Led design implementation for Connected Devices feature on Rip Road's mobile app platform, demonstrating the value of connectivity to a range of medical auto-injectors and use cases from a patient and client perspective.
- Led design implementation for NFC Authentication, Rip Road's new medication feature, delivering secure end-to-end medication authentication to prevent counterfeiting and tamper evidence to patients on the platform.
- Led the in-app design experience for Injection Site Tracking on Rip Road's mobile app platform, maximizing patient adherence and supporting patients on biologic medications with connected auto-injectors.
- Launched the companion app for Enable Injections' wearable vial transfer system for patients administering large volume medications subcutaneously. Over 10,000 devices clinically tested on more than 300 patients.
- Launched the companion app for a Merck brand medication intended to treat patients diagnosed with ulcerative colitis, and administering treatment with connected Ypsomed SmartPilot auto-injectors.

Senior Product Designer | Health Recovery Solutions

2021 - 2022

- Led the end-to-end redesign of PatientConnect, HRS' core product actively monitoring more than 450,000 high acuity patients.
- Built PatientConnect's first design system resulting in 1:1 parity between its mobile and tablet platforms, and achieved Level A WCAG compliance.
- Analyzed product complaints with HRS' client success specialists, serving over 400 health system clients in the U.S. and Canada, to identify feature enhancements across HRS' product ecosystem.
- Scaled ClinicianConnect, HRS' clinical patient portal, to include real-time inventory visibility of their remote patient monitoring equipment. Beta launched with 15 hospitals and health center clients.

Senior Motion Designer | Captivate

2017 - 2021

- 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 (Enterprise Solutions Group)

2016 - 2017

- Co-led the end-to-end design direction for all large scale digital display installations in high-end retail and corporate locations for Puma, Macys, Acura, Perry Ellis, and the Consumer Electronics Show.

Senior Art Director | TPN Retail (Omnicom)

2012 - 2015

- Co-led creative direction for Bank of America's consumer-facing retail digital channel, increasing brand awareness across more than 4,000 banking centers nationwide.

ADDITIONAL WORK EXPERIENCE (NEW YORK, NY)

Motion Designer | R/GA (2009) - Designed consumer-facing content for a broad scope of video, motion, and interactive projects for clients including Verizon, Walmart, Alfa Romeo, Taco Bell, and GE.

Motion Designer | Organic, AT&T, Viacom (2007-2009) - Led motion content production on multimedia projects for retail, out-of-home digital, web-based videos, and interactive user journeys.

Broadcast Designer | Sony Music BMG (2002-2007) - Designed menu interfaces and edited video content on DVD and Sony Dual Discs for all recording artists under the Sony Music record label. Worked with the Digital Studio team to design and animate show opens, main titles and on-air promos for on-air shows under MTV, VH1 and HBO.

RECOGNITION

2019 Hermes Platinum Award

The Power of Captivate “Elevator Experiment Video”

2015 Digital Signage Expo Gold Apex Award

Bank of America Mobile Banking “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

B.F.A., Digital Art, New York Institute Of Technology

SKILLS

High-fidelity UI, user research, usability testing, prototyping, design systems, UI accessibility, iOS and Android mobile design, motion design, art direction.