Eric Meller

Senior product designer with a background in motion design, working from discovery through shipped experiences. Systems thinker in regulated, data-rich products across iOS, Android, and Web.

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WORK EXPERIENCE

Senior Product Designer | Rip Road, New York — Jun 2022 - Nov 2025

- Integrated medical device syncing flows for native healthcare apps (iOS & Android) with multi-sided users, scaling platform capabilities and unlocking new annual revenue.
- Designed onboarding, real-time data telemetry, and tracking flows for an iOS healthcare app used by patients and enterprise clients to manage injectable therapies, achieving ~60% lift in user satisfaction.
- Designed a healthcare app (iOS & Android) that supported a Merck clinical study, driving ~25% increase in patient adherence and ~20% improvement in tracking accuracy.
- Designed analytical dashboards for enterprise clients to track patient and provider reported adherence data, outcomes, and platform performance.

Senior Product Designer | Health Recovery Solutions, New York — Jun 2021 - May 2022

- Owned UX redesign of core products across iOS, Android, and Web serving 450,000+ active users across 400+ healthcare systems, scaling system performance and data density.
- Built the design system for core clinical and patient products, achieving 1:1 parity between legacy systems, level AA WCAG compliance, and reduced development time ~30%.
- Designed real-time inventory workflows across web and mobile for a clinical management platform, shipping across 15 client healthcare systems nationwide.

Motion Designer | Captivate, New York — Nov 2017 - Jun 2021

- Designed motion content for digital displays reaching 13M monthly viewers across 11,000+ media screens in 1,600+ office buildings across the US and Canada.

Creative Director | Panasonic (digital solutions), New York — Jan 2016 - Mar 2017

- Directed motion and digital content for DOOH retail installations for Puma, Acura, Macy's, and Perry Ellis, driving an 80% proposal win rate.

Senior Art Director | TPN Retail (Omnicom), New York — May 2012 - Jun 2015

- Led customer experience design for Bank of America's digital retail channel across 4,000+ branches, turning complex banking products into simple benefits and driving brand awareness.

Motion Designer | Contract roles, New York — May 2007 - Jun 2012

- **IOMEDIA** - Led motion design for iPad applications and product demos for agency clients.
- **R/GA** - Designed consumer-facing motion content for customer user journeys and product demos for Nike, GE, Verizon, L'Oreal Paris, Taco Bell, and Alfa Romeo.
- **AT&T** - Launched AT&T's web-based Tech Channel hosted on YouTube with 119k subscribers.

- **Organic** - Designed customer-facing content for Bank of America's digital retail channel.
- **Comedy Central (Viacom)** - Refreshed the network's on-air broadcast toolkit for its summer programming block.

Motion Designer | Sony Music (New York, NY) Sep 2002 - Mar 2007

- Designed video editorial for all recording artists under the Sony Music record label and animated broadcast show opens, main titles, and on-air promos for MTV, VH1, and HBO.

EDUCATION

New York Institute of Technology, Old Westbury, New York
Bachelor of Fine Arts, Digital Arts

SKILLS & TOOLS

User experience, high-fidelity UI, design systems, components, user research, usability testing, WCAG accessibility, prototyping, design critique, motion and micro-interactions, native mobile (iOS & Android), web systems, data visualization, AI workflows, Figma, Claude Code, Gemini, Adobe CS.