

# Eric Meller

## Senior Product Designer

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

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### WORK EXPERIENCE

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#### Senior Product Designer • Rip Road • New York, NY

Jun 2022 - Nov 2025

- Led 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.
- Led the in-app design 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

- Led the UX refresh of HRS' core product, PatientConnect on iOS & Android, actively monitoring more than 450,000 high acuity patients.
- Designed and managed PatientConnect's first 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 across PatientConnect.
- Scaled ClinicianConnect, 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

- Drove 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** - Hired as part of a core team that successfully launched the AT&T 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 & 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, NY**

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.