

Eric Meller

End-to-end product designer with a background in motion design. I think in systems, design 0-1 and scale 1-N workflows for complex, data-rich SaaS B2B/2C ecosystems across iOS, Android, and Web.

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Portfolio: ericmeller.com | linkedin.com/in/ericmeller

WORK EXPERIENCE

Senior Product Designer | Rip Road, New York

Jun 2022 - Dec 2025

- Integrated medical device BLE/NFC syncing flows for native iOS and Android healthcare apps with multi-sided users, scaling platform capabilities and unlocking new annual revenue.
- Owned 0-1 design and shipped a native iOS healthcare app for Enable Injections, covering onboarding, real-time guidance and symptom tracking, achieving ~60% lift in satisfaction for patient self-administration on injectable therapy.
- Owned 0-1 design and shipped a native healthcare app (iOS/Android) for Merck to support a clinical study, driving ~25% increase in user adherence, ~20% boost in user tracking, and ~15% lift in overall satisfaction.
- Designed a secure cloud web portal, helping enterprise clients better understand reported adherence data, outcomes, and performance via analytical dashboards.

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 0-1 for core clinical and patient products (prior to AI), achieving 1:1 parity between legacy systems and streamlining development time.
- Led design 1-N of real-time inventory management flows for enterprise web portals, launching beta rollouts across 15 enterprise 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.

EDUCATION

New York Institute of Technology, Old Westbury, New York

Bachelor of Fine Arts, Digital Arts

SKILLS & TOOLS

User experience (UX), high-fidelity UI, design systems, components, audits, discovery, research, user testing, WCAG accessibility, prototyping, native mobile (iOS/Android), web platforms, data visualization, motion design, systems thinking, UX strategy, AI workflows, Figma, Claude, Gemini, Adobe CS.