Eric Meller

Senior Product Designer

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

WORK EXPERIENCE

Senior Product Designer • Rip Road • New York, NY　　　　　　　　　　**Jun 2022 - Nov 2025**

- Integrated BLE & NFC functionality on Rip Road's iOS & Android platform to seamlessly sync with medication auto-injectors, which was subsequently used to increase patient use cases and biologic medications on the platform that generated over 650k in revenue.
- Designed the in-app experience for injection site tracking on Rip Road's iOS & Android mobile platform that maximized patient adherence on injectable therapies.
- Launched an iOS companion app for Enable Injections' enFuse On-Body Injector that provided patients on injectable therapies with real-time injection status and progress monitoring.
- Launched a companion app for Merck, on iOS & Android, to support a clinical study that increased symptom tracking by 20%, injection adherence by 25% and treatment satisfaction by 15%.

Senior Product Designer • Health Recovery Solutions (HRS) • New York, NY　　**Jun 2021 - May 2022**

- Guided the UX redesign of HRS' core product on iOS & Android, PatientConnect, which actively monitors more than 450,000 high acuity patients and is used by more than 400 hospitals and health systems across the US.
- Designed and managed PatientConnect's first design system that resulted in 1:1 parity between tablet and mobile platforms, on iOS and Android, and achieved Level AA WCAG compliance.
- Scaled ClinicianConnect, HRS' clinical web portal, to include real time inventory visibility of their remote patient monitoring equipment. Beta launched with 15 hospitals and health center clients across the US.

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.

Creative Director, Digital Solutions • Panasonic • New York, NY　　　　　　**Jan 2016 - Mar 2017**

- Led 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 • Freelance • New York, NY   May 2007 - Jun 2012

- **IOMEDIA** - Delivered end-to-end motion design content for iPad applications, product demos, and interactive mock-ups agency clients.
- **R/GA** - Created consumer-facing motion design content for user journeys and product demos across top client accounts – 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** - Created consumer facing motion design content for Bank of America's Digital Signage Network and web-based digital ads.
- **Comedy Central (Viacom)** - Animated on-air promos and refreshed the network's on-air broadcast toolkit for summer block programming.

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 and animate 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 Art

SKILLS

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, AI tools, AI frameworks.