

# 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

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**Senior Product Designer** | Rip Road | New York, NY Jun 2022 - Dec 2025

- Integrated BLE & NFC connectivity on Rip Road's iOS & Android platform to sync with medication auto-injectors, which increased use case adoption and generated over 650k in yearly revenue.
- Owned feature design for injection site tracking on Rip Road's iOS & Android platform that maximized patient adherence on injectable therapies.
- Integrated real-time injection status and progress monitoring for Enable Injections' iOS mobile app, which increased patient satisfaction by 60%.
- Shipped an iOS & Android mobile app for Merck 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

- Owned end-to-end UX design for HRS' core product on iOS & Android that actively monitors more than 450,000 patients and is used by over 400 hospitals and health centers across the US.
- Built the design system for HRS' core product resulting in 1:1 parity across legacy platforms on iOS and Android and achieving Level AA WCAG compliance.
- Scaled HRS' clinical web portal to include real time inventory visibility of their remote patient monitoring equipment, beta launched with 15 hospitals and health centers across the US.

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

- Led motion design projects for client campaigns across Captivate's ecosystem of 11,000+ media screens in more than 1,600 office buildings across the US and Canada reaching 13M monthly viewers.

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

- Led design for large-scale digital installations in high-end retail locations, delivered 80% win rate for proposals and 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 its summer block programming.

**Broadcast Designer** | Sony Music | New York, NY

Sep 2002 - Mar 2007

- Designed UI and video editorial content for all recording artists under the Sony Music record label and collaborated with external clients to design and 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, New York

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, responsive and native mobile, web portals, dashboards, data visualization, motion design, AI tools.