

Eric Shivers UI/UX Designer

Seasoned UI/UX Designer with a proven track record of leading complex problem-solving solutioning using UX Design Thinking all the while focusing on the end user and executing in an agile methodology.

WORK EXPERIENCE

SENIOR UI/UX DESIGNER I Kraft Heinz, Chicago, Illinois 6/2022 to Present

Championed the adoption of Design Thinking methodologies beyond the design team - successfully implementing them into Kraft Heinz sales and manufacturing side of the business, enhancing cross-functional collaboration across the business streams.

Spearheaded the UX design of Kraft Heinz's Revenue Management financial products, which added \$220MM in growth opportunities in 2024, while working within a cross-functional team:

- Conducted in-depth user research by employing empathetic research methodologies to identify financial growth opportunities with the sales team for in-store promotions.
- Ideated concepts based on user research and shared with business leadership to understand user needs.
- Tested Figma built wire frame prototypes with users to validate research findings.
- Applied Kraft Delish Design System to high-fidelity Figma designs, making sure the product met Web Content Accessibility Guidelines (WCAG) standards.
- Tested high-fidelity designs with users, business leadership and development team to validate the product's feasibility, desirability and viability.
- Responsible for design hand-off of product to development team and executed design review of product in development against high-fidelity designs, making sure the product met the design system standards.
- Upon adoption, conducted follow-up interviews with users to review products to unearth pain points while discussing enhancements for further product development.

Developed the Maintenance Performance Platform (MPP), based on 42 KPIs from Kraft Heinz plant's SAP data platform, allowing corporate and plant maintenance staff to review leading and lagging indicators as to understand plant health. The platform is projected to save \$40MM across 32 plants in 2025:

- Responsible for gathering product requirements from business leadership by conducting individual interviews, placing research findings in Miro.
- Conducted research workshops with business leadership to identify KPIs for each user group.
- Collaborated with data scientists and data visual designers to understand how to display manufacturing data to the end user.
- Conducted user interviews with business leadership at the C-Suite, VP, Plant Manager level to understand their requirements for reviewing manufacturing data.
- Executed journey maps for each user group to identify paths of travel through the product.
- Ideated concepts with business leadership to validate their vision for the MPP platform as product design was mandated by business.
- Designed and reviewed high-fidelity prototypes to review with business leadership to garner buy-in to their product.

SENIOR UI/UX DESIGNER I Concentrix, Omaha, Nebraska 10/2021 TO 6/2022

Sole UI/UX Designer on a \$3MM Integrated Transportation Planner application for Union Pacific Railroad:

- Conducted user research with Union Pacific Railroad's Transportation planners to understand their day-to-day operations in executing transportation planning.
- Collaborated with full-stack and front-end developers, system analysts, SMEs, Project Manager and well-defined users to understand current product and use cases.
- Executed Figma wire frames / prototypes to share with users to validate user research findings and to solve pain points in current application.



Contact:

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e: eric@822design.com

location: Omaha, Nebraska

Portfolio:

www.822design.com

Education:

University of Iowa

BFA -Graphic Design

Tools:

Figma

Creative Suite

HTML / CSS

Illustrator

InVision

Jira

Miro

Paper and Pencil

Photoshop

PowerBI

Sketch

Tableau

Skills:

A/B Testing

Agile

Brainstorming

Business Strategy

Competitive Analysis

Design Thinking

Enterprise Design

Interaction Design

SME Interviews

Journey Map

Prototyping

Storyboarding

Usability Testing

User Flows

User Research

Visual Design

Wireframing + Concepting

Soft Skills:

Attention to Detail

Collaboration

Communication

Creativity

Empathy

Innovation

Problem Solving

Time Management

UI/UX VISUAL DESIGNER I American Medical Association, Chicago, Illinois

09/2019 - 10/2021

Responsible for all aspects of the American Medical Association's CMS / responsive design based website:

- Established a design system, following Web Content Accessibility Guidelines (WCAG) standards.
- Developed and designed podcast, video, social, trending and event announcement modules based on business leadership and user-centric insight by conducting competitive research analysis of other non-profit sites in the medical / professional space.

Modules were A/B tested, using Optimizely before development, making sure the digital product did not impede homepage traffic and membership growth. Products were built on responsive design for desktop, tablet and mobile.

- Redesigned core content template news article page in CMS, using design research and user-centric design thinking along with translating requirements from business leadership, which increased traffic by 30%. Project was completed at the beginning of 2020 as overall monthly traffic increased from 1MM visitors per month to 1.8MM due to COVID pandemic.
- Increased AMA membership 6% from 2019-2021 by executing on-page digital product solutions (animated gifs), using agile methodology, to drive awareness of AMA membership benefits via on-page merchandising.

UI VISUAL DESIGNER I Blue Chip Marketing Worldwide, Northbrook, Illinois

07/2015 - 09/2019

Responsible for executing digital products for agency clients in shopper marketing:

- Collaborated within a multi-disciplinary agile team of UX designers, QA specialists, Product Owners, front-end and back-end developers to build 56 websites, including Pirate's Booty, Ortega and Tones to name a few, in 52 weeks for B&G Foods. Designed the 56 web sites in Figma following ADA compliance from Web Content Accessibility Guidelines.
- Designed a multi-page website for the Lattice Clinical Trial for Crohn's Disease website for client Bristol-Myers Squibb based on user research and business requirements set by the client. Executed high fidelity Figma layout against UX wires, solving problems such as dual navigation, allocation of CTAs and segmenting key content. Presented working prototypes to internal and external clients for review. Collaborated with a cross functional team to build out the site using agile methodology. Product was built on responsive design for desktop, tablet and mobile.

SENIOR FREELANCE GRAPHIC / WEB DESIGNER I BuzzCo, Chicago, Illinois

11/2010 - 07/2015

- Executed ad campaigns, e-blasts, print collateral, direct mail, Flash web banners, information graphics interior graphics and convention booth banners for American Society of Safety Engineers, Crain's Chicago Business, Rise Interactive, Discover Financial, Lester Lampert Jewelers, and Talk-A-Phone.

SENIOR GRAPHIC DESIGNER I NRC Realty, Chicago, Illinois

2/2008 - 11/2010

- Managed all visual aspects of NRC branded projects, from concept to completion, including print collateral, advertising, on-line ads, e-blasts and direct mail for their blue-chip clients: British Petroleum and Sunoco.

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Skills:

A/B Testing
Agile
Brainstorming
Business Strategy
Competitive Analysis
Design Thinking
Enterprise Design
Interaction Design
SME Interviews
Journey Map
Prototyping
Storyboarding
Usability Testing
User Flows
User Research
Visual Design
Wireframing + Concepting

Soft Skills:

Attention to Detail
Collaboration
Communication
Creativity
Empathy
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Problem Solving
Time Management