



Eric Shivers UX Designer

I am a UX Designer, who is passionate about improving the way we interact with the web and our devices by way of well-designed user interface, which is defined by research and strategy.

Software Proficiency:

Illustrator	■ ■ ■ ■ ■
Photoshop	■ ■ ■ ■ ■
Axure	■ ■ ■ ■ ■
Sketch	■ ■ ■ ■ ■
Proto.io	■ ■ ■ ■ ■
HTML5	■ ■ ■ ■ ■
CSS	■ ■ ■ ■ ■
JavaScript	■ ■ ■ ■ ■
Jquery	■ ■ ■ ■ ■
Bootstrap	■ ■ ■ ■ ■

Education:

B.F.A. University of Iowa

Contact:

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Proud member of the Wicker Park Chamber of Commerce and active member of the Half Acre Cycling Team.

UX DESIGNER

2015

DESIGNATION Labs

Collaborated with multiple teams, executing a wide range of products, including UI kits, visual design for web sites and mobile applications. Worked in concert with UX research teams assisting in research, wireframing and journey maps.

Barnes & Noble Bookstore Mobile Application

- Rebuild the user interface based on research conducted by the UX team.
- Research team concluded 3 user needs not found in current app: the ability to purchase books based on class schedule, real-time campus news feed and view upcoming campus events.
- Translated low fidelity Axure wire frames into high-fidelity artifacts in Illustrator.
- New features increase sales and mobile application engagement.

Georgia Tech Bookstore Mobile Application

- Applied Georgia Tech University brand to white labeled Barnes & Noble Bookstore app.
- Developed UI kit that can be translated to all universities using the Barnes and Noble College app.
- Translated low fidelity Axure wire frames into high-fidelity artifacts in Illustrator.

Joinesty.com

- Project team was engaged by Joinesty.com, a social network for rating online services such as Netflix and Airbnb as well as finding the latest online deals with those services.
- UX research concluded that Joinesty.com needed a clear hierarchy of web content, need to find deals, and share insights to brands they have memberships with on the web with fellow Joinesty.com members.
- Translated UX wireframes into-high fidelity Photoshop files, staying within Joinesty.com's brand guidelines.
- Designs address users needs to drive Joinesty.com engagement.

SENIOR GRAPHIC DESIGNER

2011-15

BuzzCo

Executed ad campaigns, e-blasts, print collateral, direct mail, Flash web banners, interior graphics and convention booth banners for BuzzCo clients: Rise Interactive, LesterLampert, HBG Health and Hearn Management.

Rise Interactive:

Developed an infographic for Ram Racing, assisting the 5k attendees of their Hot Chocolate Philadelphia Run with packet pick-up, event start times, training tips, areas of interest while in Philadelphia and local running clubs to join.

LesterLampert:

Developed a social media / web based contest to increase awareness of LesterLampert brand. 250 out of 7,500 invitees participated in the "Start Your Story Here" contest over 5 months. Results were an up-tick in social media visits by 18% and increase sales over the period by 5%.

wunderland group:

Developed e-blasts for the American Society of Safety Engineers' marketing efforts to their 68K membership base. Increased the monthly open rate over four months from 2.2% to 2.8% by using A/B testing, narrowing the send list and delivering targeted communication.



SENIOR GRAPHIC DESIGNER

2010-15

Aquent:

Worked in concert with Discover Financial Service's Creative Services Department designing and executing Flash banners for the Discover Home Loans division, increasing awareness of how easy it is to acquire a loan during the house purchase process.

Creative Circle:

Assisted Weber Shandwick on a pitch for \$300K in new billings from their client Takeda by skinning multiple Twitter, Facebook and LinkedIn pages into the Takeda brand using Photoshop.

822design

Sole proprietor business assisting small businesses with their graphic design needs.

Talk-A-Phone

- Developed print ad campaign announcing Talk-A-Phone's release of their 500 Series Voice Over IP emergency phones. Ads were placed in various trade publications.
- Concepted, designed and executed a direct mail to announce the release of a new LED Blue Light, which could be retrofitted into existing emergency phone towers. Mailed out 2,500 and upgraded 275 clients with a \$50 towards retrofit coupon.

Crain's Chicago Business

- Created impactful subscription cards, enticing new subscribers with membership discount promotion.
- Developed a typographical logo for Crain's Small Business Week, incorporated for print and web initiatives.

Filter Cafe

- Assisted owner in quick turnaround design of existing menu with updated prices.

SENIOR GRAPHIC DESIGNER

2008-09

NRC REALTY & CAPITAL ADVISORS

- Managed all visual aspects of NRC branded projects, from concept to completion, including print collateral, advertising, online ads, e-blasts and direct mail for their blue-chip clients: British Petroleum and Sunoco.
- Responsible for acquiring print quotes and attending press checks.
- Developed brand standards guidelines for all areas of the business.
- Oversaw team of freelancers when there were up-ticks in business.

PERSONAL PROJECT OF INTEREST

- Authored a personal memoir: *I'm a Fan: How I married U2 into my life without going to the altar.*
- Built a website in Word Press and linked all interaction with Twitter, Facebook and Google Analytics.
- Developed a Facebook page, reaching 6,300+ followers by creating content-targeted Facebook ads and a Twitter account with 600+ followers.
- Interviewed on WGN television and on Irish radio with Tom Dunne.

Client list:

Ace Hardware, American Society of Safety Engineers, Barnes & Noble, British Petroleum, Carnival, Carolina Turkey, Crain's Chicago Business, Daisy Brand Cottage Cheese, DeVry University, Discover Financial Services, Greater Chicago Food Depository, Exelon, Joinestry.com, LesterLampert Jewelers, Sunoco, Talk-A-Phone and Takeda.