

Eric Shivers UI/UX Visual Designer

I am a UI/UX Designer, who has a passion for 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.

WORK EXPERIENCE

SENIOR UI/UX DESIGNER | KRAFT HEINZ

6/2022 to Present

Work within a multi-disciplinary/agile POD for Kraft Heinz Revenue Management division. Responsible for interviewing Senior and Mid-level management to drive the design of financial dashboards to assist in determining retailer level promotion gains and losses. Dashboards unearth \$200MM in growth opportunity in 2023.

In Q4 2023, transition to Kraft Heinz Manufacturing division to shore up and extend the existing Daily Plant Management dashboard suite. User group consists of plant level maintenance technicians, supervisors, plant managers and corporate management, focusing on plant level financial gains and losses during planned/unplanned downtime, tracking products put on hold, overfill compliance, waste of product and OEE (Overall Equipment Efficiency). Dashboards assist in \$40MM in savings across 32 plants in 2023.

Developed an 8-month internal mentorship program within the Kraft Heinz Digital Team, to increase engagement, pairing like-minded individuals seeking growth within their careers as well as solving pain points within the Kraft Heinz product development program. Program supported 18 employee pairings across multidisciplinary areas - Product Owners, UI/UX designers, Business Intelligence Engineers and Data Scientists.

SENIOR UI/UX DESIGNER | CONCENTRIX (UNION PACIFIC)

10/2021 to 6/2022

Assigned to Concentrix's highly visible client, Union Pacific Railroad, as the sole UI/UX Designer on a \$3MM Integrated Transportation Planner application, working hand-in-hand with full-stack and front-end developers, system analysts, SMEs, Project Manager and our well-defined users. UI/UX responsibilities included interviewing, and documenting all research findings, on dovetail.com, our users - Union Pacific Transportation Planners. Collaborated with development team in building out wireframes and hi-fidelity screen designs based on Google Material Design, sharing the artifact updates with the team on a timely basis.

UI/UX VISUAL DESIGNER | AMERICAN MEDICAL ASSOCIATION

09/2019 - 10/2021

Researched and executed designed digital product solutions using agile methodology to drive awareness of AMA membership benefits via on-page merchandising, increasing AMA membership 6% from 2019-2021.

Redesigned and updated core content template, using design research, user centered design thinking and Google Analytics which in turn increased traffic to neglected modules by 30%. Project was completed at the beginning of 2020 when overall monthly traffic increased from 1MM visitors per month to 1.8MM due to the pandemic.

Led the redesign of the AMA homepage, including the development of podcast, video, social, trending and event announcement modules. Executed user research using Miro and translated user needs' findings into low fidelity wireframes. High-fidelity modules were A/B tested, using Optimizely before development, making sure the digital product did not impede homepage traffic and membership growth.

Maintained AMA website design consistency by establishing a design system, following WC3 guidelines and accessibility.

UI VISUAL DESIGNER | BLUE CHIP MARKETING WORLDWIDE

07/2015 - 08/2019

Designed digital creative, for shopper marketing platforms, such as shopkick, within their parameters and specifications, based upon in-store and out-of-store shopper marketing or branding campaigns with agency roster of CPG clients, including McCormick Spices, Blue Bunny, P&G, Ortega, and Ricola.



Contact:

t: 847-971-6953

e: eric@822design.com

Portfolio:

www.822design.com

Education:

University of Iowa
BFA -Graphic Design

Designation Labs
UI/UX Design

Skills:

Business Strategy
SME Interviews
Brainstorming
Design Research
Wireframing + Concepting
Storyboarding
Journey Map
Empathy Mapping
Visual Design
Interaction Design
Usability Testing
Prototyping

Soft Skills:

Collaboration
Communication
Attention to Detail
Innovation
Creativity

Tools:

Graph paper + Pencil
Figma
sketch
zeplin
InVision
Adobe Creative Suite
Miro
lucidchart
dovetail.com

B&G Foods' Brands' websites:

Designed style tiles, pattern libraries and components for B&G Foods sub brands and reviewed them with stakeholders both internal and external for sign off.

Collaborated with an integrated team of designers, QA specialists, project managers, 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. The users of these sites were segmented into B2B and B2C consumers.

Lattice Clinical Trial for Crohn's Disease website (Bristol-Myers Squibb, client):

Designed a multi-page website, both patient and healthcare professional facing, while maintaining color palette, graphics and patterns styles developed by print designers.

Executed high-fidelity designs 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

Sold in the idea to add video content to bring the Crohn's disease story to life.

SENIOR FREELANCE GRAPHIC / WEB DESIGNER

11/2010 – 07/2015

Aquent / BuzzCo / wunderland group / 822design (sole proprietor)

Executed ad campaigns, e-blasts, print collateral, direct mail, Flash web banners, information graphics interior graphics and convention booth banners for the following businesses:

American Society of Safety Engineers, Crain's Chicago Business, Rise Interactive, Discover Financial, Lester Lampert Jewelers, and Talk-A-Phone

SENIOR GRAPHIC DESIGNER NRC REALTY

01/2008 – 10/2010

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.

CLIENT LIST:

B&G Foods, Blue Bunny Ice Cream, Bones Hillman, Bristol-Myers Squibb, British Petroleum, Crain's Chicago Business, Discover Financial Services, Enjoy Life Foods, Greater Chicago Food Depository, Joinesty.com, P&G, McCormick, Lester Lampert Jewelers, Sunoco, and Talk-A-Phone.

PERSONAL PROJECTS 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 for the book in WordPress, linking social interaction to Twitter, Facebook, and Google Analytics.

Developed Facebook, and Twitter accounts, reaching 6,300+ and 800+ followers respectively

Interviewed on WGN television and on Irish radio, RTE, with Tom Dunne and Ryan Tubridy.

USAC licensed cyclist in gravel, mountain bike and cyclocross disciplines. Active team member of Chicago based cycling team PSIMET

