

# 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 | CONCENTRIX (UNION PACIFIC) 10/2021 to Present

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, which included 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.

#### 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.



#### Contact:

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#### 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  
sketch  
zeplin  
InVision  
Adobe Creative Suite  
Miro  
lucidchart  
dovetail.com