



# 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.