

Eric Shivers

Senior Product Designer

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SUMMARY

Senior Product Designer with 10+ years building UX practices and design systems from the ground up for complex, regulated, and data-heavy platforms across healthcare, manufacturing, and logistics. Partners directly with Product and Engineering from discovery through implementation, championing accessibility and evidence-based design decisions even under real stakeholder pushback. Builds and mentors the practice around him, teaching incoming designers, and closes his own skill gaps deliberately — most recently by teaching himself Claude Code and Claude Design to prototype interfaces rather than just analyze research. Works hands-on in Figma, Power BI, and Tableau, translating dense operational data into interfaces people can trust at a glance.

PROFESSIONAL EXPERIENCE

Senior Product Designer

March 2025 – February 2026

Lurie Children's Hospital — Chicago, IL (Remote)

- Built the organization's first formal UX practice within Data Intelligence & Analytics, establishing a repeatable discovery-to-delivery process as the founding designer where none had existed before.
- Built Lurie's first enterprise design system, auditing ten platforms and translating patterns into four reusable page structures and a documented component/token library in Figma — later reused directly on additional platforms.
- Established KPI grouping, status, and component patterns that made dense clinical operations data legible at a glance in Power BI for executive and physician stakeholders.
- Held a WCAG-compliance position under direct challenge from a senior stakeholder, then presented three evaluated design options side by side rather than a flat no — the accessible dark KPI card version shipped and held through the final build.
- Signed off on high-fidelity screens for the Department of Surgery Clinical Operations Scorecard, then built a developer hand-off page in Figma with markup and walked the developer through it directly before build.
- Designed the Accreditation & Regulatory Readiness Center, translating a high-stakes regulatory compliance gap into a centralized, scalable system of record.
- Facilitated stakeholder interviews and discovery workshops across five concurrent platform builds, usability-testing new patterns with developers, PMs, and business analysts before rollout.

Senior UI/UX Designer

June 2022 – August 2024

The Kraft Heinz Company — Chicago, IL (Remote)

- Led end-to-end design and Power BI build of the Maintenance Performance Platform, consolidating 46 KPIs from plant-level SAP data into a single experience for maintenance teams across 31 manufacturing facilities.
- Conducted discovery with the Global Maintenance Director and zone-level maintenance leaders, identifying user trust and adoption—not KPI definition—as the primary risk to the product's success.
- Connected product decisions to a \$30M unexplained budget overrun and leadership's need for reliable maintenance data to understand staffing and plant performance.
- Addressed fragmented post-merger workflows in which legacy Kraft and Heinz plants used different maintenance definitions and part-number conventions.

- Led end-to-end design and Tableau build of Best Weeks, a promotion-planning product for Revenue Management that helped planners identify historical promotion periods worth modeling.
- Designed ranked and filterable views across Customer, Category, PPG, and Metric to surface high- and low-performing promotion windows.
- Created Promotion Comparison views that translated performance data into actionable benchmarks against National and Retailer averages.
- Contributed to \$220MM in previously unidentified growth opportunities within six months of launch.
- Mentored incoming UX designers during their two-month onboarding, teaching the design system's component library, color tokens, and typography conventions.

Senior UI/UX Designer

October 2021 – June 2022

Concentrix — client: Union Pacific Railroad — Omaha, NE (Remote)

- Led design of the Integrated Transportation Planner (iTP), a \$3M initiative to rebuild a third-party hosted platform internally after Union Pacific was repeatedly charged high fees every time the vendor built a new module or updated the existing tool.
- Served as sole UI/UX Designer on the initiative, designing an operational planning tool for train schedulers managing freight scenarios across a rail network planned up to two weeks in advance.
- Conducted research directly with transportation planners, uncovering workflow and ambiguity issues beyond the stated requirements.
- Independently translated research findings into functional prototypes and usability tests, resolving experience issues before development.
- Partnered directly with Product and Engineering to evaluate research findings, design solutions, and technical feasibility.
- Delivered wireframes and high-fidelity designs using Google's Material Design system.

UI/UX Visual Designer / Researcher

September 2019 – October 2021

American Medical Association — Chicago, IL

- Spearheaded redesign of the AMA News Article template, the page structure behind 80% of the organization's website and the landing point for 80–90% of site visitors.
- Used Google Analytics, competitive research, and interviews with Content Operations and Editorial SMEs to diagnose engagement problems without direct access to end users.
- Compressed delivery from Q4 to Q2 2020 as monthly traffic increased from approximately 350K to 1MM during COVID.
- Redesigned the article footer into four focused pathways for deeper content discovery, increasing site engagement 10–13%.

Digital Visual Designer

August 2015 – August 2019

Blue Chip Marketing Worldwide — Northbrook, IL

- Designed the digital experience for a Bristol-Myers Squibb Crohn's disease clinical trial, translating patient-facing print materials into an accessible digital experience.
- Partnered with senior creative leadership to establish the site's core visual and content direction.
- Used audience insight to favor an honest, human presentation over conventional pharmaceutical messaging.

EARLIER CAREER

Additional experience across nonprofit, agency, arts, and commercial real estate settings, including web design, digital art direction, and freelance consulting — with an early, self-directed emphasis on accessible design, design consistency, and multi-stakeholder website management before UX existed as a formal discipline. Roles included Webmaster for the Northwestern University Alumni Association, Digital Art Director at Bozell Foodworks, Web Designer at the Evanston Art Center, and Web Designer at NRC Realty & Capital Advisors.

AI-ASSISTED PROTOTYPING (INDEPENDENT PROJECTS)

- Independently rebuilt the Lurie Accreditation & Regulatory Readiness case study as a fully interactive prototype in Claude Code, implementing working filtering, sorting, and KPI recalculation to close a self-identified AI-tooling skills gap.
- Built a high-fidelity Claude Design mockup of the Department of Surgery Clinical Operations Scorecard as a visual-system reference and prototyping exercise.

CORE SKILLS

Design Systems • Discovery & Research • Accessibility (WCAG) • Stakeholder Facilitation • Cross-functional Collaboration • Usability Testing • Claude Code & Claude Design • Product Design • UX Strategy • Enterprise UX • Consumer & Admin Workflow Design • Product Analytics • Prototyping • Data Visualization

TOOLS

Figma • Power BI • Tableau • Claude Code • Claude Design • FigJam • Dovetail • Jira • Miro • Lucidchart • Adobe Creative Cloud

EDUCATION

Bachelor of Graphic Design — University of Iowa

UX Design Certificate — Designation Labs, Chicago (2015)