Eric Shivvers, Senior UI/UX Designer

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Seasoned Senior UI/UX Designer, with over 10+ years of UX experience, who has a proven track record in leading UX design projects, involving complex problem-solving, user-centric design methodologies and focused on web accessibility standards, from research to final production.

SENIOR UI/UX DESIGNER – KRAFT HEINZ: 6/2022 to Present

Chicago, IL

* Designed dashboards for PowerBi and Tableau platforms using Figma, user centric design methodologies, W3C guidelines and the Kraft Delish Design System, a proprietary UI kit designed specifically for all internal products.
* Collaborated with a cross-disciplinary team, using agile methodology, on Kraft Heinz’s Revenue Management POD to deliver financial dashboards, assisting in determining retailer level promotion gains and losses across all business units. Facilitated research studies with business leadership, SMEs and users of the product to understand the needs from all facets of the business. Presented journey maps, wireframes and high fidelity designs to these groups to ensure the digital product would meet their requirements. Developed products led to $200MM in growth opportunities in 2023/2024.
* Developed the Maintenance Performance Platform (MPP), based on 42 KPIs from Kraft Heinz plant’s SAP data platform, which allows corporate and plant maintenance staff to review leading and lagging indicators to understand plant health. Collaborated within a cross-functional team, including Business Leadership, Product Owner, Data Engineers, and UX Research in creating end-to-end execution of product by engaging in deep user research with SMEs and business leadership to understand the current pain points at the plant level. Developed Figma wireframes for prototyping to garner user feedback which led to executing high-fidelity designs for development. Dashboards assisted in $40MM in savings across 32 plants in 2023.

SENIOR UI/UX DESIGNER – CONCENTRIX (Union Pacific Railroad): 10/2021 to 6/2022

Omaha, Nebraska

* 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 well-defined users. UI/UX responsibilities included gathering and translating requirements from business leadership, interviewing SMEs, and documenting all research findings, on dovetail.com, from our users - Union Pacific Transportation Planners. Collaborated with the development team in building out Figma designed wireframes and hi-fidelity screen designs based on Google Material Design, following W3C guidelines and accessibility

UI/UX VISUAL DESIGNER – AMERICAN MEDICAL ASSOCIATION: 09/2019 - 10/2021

Chicago, Illinois

* Redesigned the American Medical Association homepage, including the development of podcast, video, social, trending and event announcement modules. Responsible for gathering requirements from business leadership while executing user research using Miro to translate user findings into low fidelity wireframes. Low fidelity Figma wireframes were translated into high-fidelity Figma modules and were A/B tested, using Optimizely before development, making sure the digital product did not impede homepage traffic and membership growth.
* Redesigned core content template news article page in CMS, using design research and user centered design thinking along with translating requirements from business leadership, which increased traffic by 30%. Project was completed at the beginning of 2020 as overall monthly traffic increased from 1MM visitors per month to 1.8MM due to COVID pandemic.
* Developed key UI component libraries for all aspects of the AMA home page in Figma and core template CMS based pages. Maintained AMA website design consistency by establishing a design system, following WC3 guidelines and accessibility.
* Increased AMA membership 6% from 2019-2021 by executing on-page digital product solutions (animated gifs), using agile methodology, to drive awareness of AMA membership benefits via on-page merchandising,

UI VISUAL DESIGNER – BLUE CHIP MARKETING WORLDWIDE : 07/2015 - 08/2019

Northbrook, Illinois

* Collaborated within a multi-disciplinary/agile team of UX designers, QA specialists, Product Owners, 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. Designed the 56 web sites in Figma using W3C guidelines, following web accessibility standards.
* Designed a multi-page website for the Lattice Clinical Trial for Crohn’s Disease website for client Bristol-Myers Squibb based on user research and business requirements set by the client. Executed high fidelity Figma layout 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. Collaborated with a cross functional team to build out the site using agile methodology.
* Developed digital animated and static ad banner campaigns, using Photoshop, for client roster and featured on ibotta and shopkick.

SENIOR FREELANCE GRAPHIC / WEB DESIGNER – BUZZCO: 11/2010 - 07/2015

Chicago, Illinois

* 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

Chicago, Illinois

* 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.

University of Iowa

Bachelors

Graphic Design

1986 - 1990