

Eddie Russell

Product Designer

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Experience

Google

UX Designer · February 2017 - Present

Currently building new experiences at Google's in-house incubator, [Area 120](#), to help creators connect with fans in new ways. Previously, I worked on YouTube's Main App Watch team where I focused on improving core watch experiences and creating digital wellbeing tools.

Cisco Meraki

UX /UI Designer · December 2015 - February 2017

Worked closely with product engineers and customers to improve usability and guide development of new product experiences. I also ran user studies to validate new product features.

Walmart Labs

UX Designer · June 2015 - December 2015

Established and promoted design guidelines and best practices for Walmart Marketplace platform as the team's first UX design hire. I also collaborated with Walmart's e-commerce team to launch new shopping experiences on Walmart.com.

Designation Labs

UX /UI Design Apprentice · January 2015 - April 2015

Studied design thinking methodologies over the course of an intensive 12-week, 60+ hour per week bootcamp, with an emphasis on visual design.

Freelance

PR, Communication Design · January 2014 - December 2014

Provided marketing and communications counsel for clients, including email marketing campaigns, social media, web and email design.

Finn Parters

Associate · June 2013 - January 2014

Coordinated and executed strategic PR campaigns to support product launches for Logitech among other clients.

Education

University of Texas at Austin

Bachelor of Business Administration, Marketing (May 2010)