



Eddie Shrake

Product Designer

After refining my visual design skills over the years, it's time to move beyond merely aesthetics and create things with purpose.

My vision is to design experiences that make an impact on the world.

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Education

General Assembly

UX Design Immersive

Columbia College Chicago

BFA, Graphic Design

Skills

UX/UI Design

Visual Design

User Research

User Flows

Wireframing

Prototyping

User Testing

Tools

Adobe Creative Suite

Sketch

InVision

Marvel

Omnigraffle

Keynote

HTML & CSS

Experience

Freelance Designer

June 2006 – present

Specialize in all forms of UX, UI, digital, and branding design.

MealPal *Lead Product Designer*

October 2017 – April 2018

Defined user needs and business objectives to realize a complete redesign of both the MealPal iOS app + desktop platform, positively impacting retention. Increased conversions and accelerated growth by overhauling the new user sign up flow and marketing landing pages. Recruited, hired, and managed marketing design team.

NYC Dept. of Education *UX Consultant*

March 2017 – April 2017

Partnering with the DoE's product team, worked to complete and synthesize user research to provide UX and feature recommendations for School Finder NYC, a web application serving over 80,000 students. Presented findings to DoE leadership team for integration into the School Finder 2.0 release for the Fall 2018 school year.

Visually + ScribbleLive *Senior Brand Designer*

June 2015 – Nov. 2016

Spearheaded two successful company-wide rebrands for Visually and ScribbleLive as creative lead. Redesigned both brands from the ground up, including new style guides, a new website, wireframes, sales and marketing collateral, and new logo.

Asana *Freelance Designer*

Sept. 2014 – Sept. 2015

Worked closely with Asana's marketing and communication design teams as their go-to designer, conceptualizing, designing and executing various brand projects.

Ticketfly *Senior Designer*

February 2012 – June 2014

Led creative as Ticketfly's first hired in-house designer, providing and strengthening creative services across Marketing, Sales, Product and Client Services.

Elton Designs *Graphic Designer*

June 2007 – Nov. 2010

Played vital role as part of a small creative team providing innovative solutions and strategies directly to clients in a fast-paced studio environment.