



Eddie Shrake

Product Designer + Brand Builder

*Combining 15+ years of product & brand design,
my vision is to empower organizations to build 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
Brand Design
User Research
User Flows
Wireframing
Prototyping
User Testing

Tools

Figma
Sketch
Adobe CC
InVision
HTML & CSS

Experience

Stella Connect *Lead Product Designer*

May 2019 – present

Discovering and designing experiences that increase engagement and happiness among frontline customer support teams.

Hustle *Senior Product Designer*

Sept. 2018 – January 2019

Led discovery and design to elevate the UX and UI of the leading peer-to-peer text messaging platform for Non-Profits, Politics, and Education.

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

Conducted user research to provide UX and feature recommendations for School Finder NYC, a web-based application serving over 80,000 students.

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 Marketing 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 Brand 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.