



# 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

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*

Redesigned the MealPal iOS app + desktop experience, with a focus on user needs and subscription growth. Increased conversions by overhauling the 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.