



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 by Medallia *Lead Product Designer* May 2019 – April 2021

First product design hire responsible for working across three product areas throughout the development cycle, from discovery to delivery.

- Designed and launched QA for CX product suite with 6+ features from the ground up
- Partnered with PM team to synthesize user and customer feedback on an ongoing basis
- Rapidly iterated to validate concepts and designs in order to inform product decisions
- Worked with development team to ensure a consistent user experience product-wide

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. Collaborated with the product management and data analytics teams to successfully launch data-driven features.

MealPal *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.