

Eli Block

Graphic, product, interaction, & industrial design

## Experience

### Ginkgo Bioworks

#### Senior Designer, Special Projects | February 2021 to Present

Work across branding, product, and industrial design, as well as lead special projects for the Sociotechnical Studio, which creates experiments in design, policy, and storytelling towards a more equitable, open, and sustainable technology. Currently developing the Grow Store in partnership with Faber Futures. The Grow Store is set to be the first biodesign store on the web, with a mission to create a more generative, lush, and livable future through state-of-the-art, sustainable, and beautiful products designed with biology.

### Google Brand Studio, Google Creative Lab

#### Visual & UX Designer, Designer (Creative Lab 5) | September 2017 to February 2021

Selected as one of five creatives to join the Google Creative Lab 5. Worked across product, web, UI, UX, print, exhibition, and industrial design on moonshot projects, core Google experiences, and new features. Developed solutions to design challenges ranging from communication design and branding to type design, physical prototyping, furniture design, hardware concepting, and more. Undertook many projects as the primary designer, outputting websites, strategy reports, internal decks, two typefaces (available on Google Fonts), and a short-run book. Designed for the future of Google Pixel, Google Shopping, the Google Assistant, and Google Trends—among others. Designed the Year in Search 2019.

### Helix

#### KPCB Design Fellow | June 2017 to August 2017

Selected from over 2,500 applicants to participate in the Kleiner Perkins Caufield & Byers Fellowship program as a Design Fellow. Worked as a multidisciplinary product designer at Helix, a direct-to-consumer genetic testing company transforming bio-insight through a suite of DNA-based apps. Developed consistent Helix design and brand standards. Designed and prototyped early versions of the Helix iOS app.

## Education

### Rhode Island School of Design

Providence, RI | 2012–2017  
Industrial Design, BFA (4.0 GPA)  
Concentration: Nature, Culture,  
& Sustainability Studies (HONORS)

### Brown University

Providence, RI | 2012–2017  
Evolutionary Biology, BA (4.0 GPA)  
Dual Degree Program with the  
Rhode Island School of Design

## Additional Experience

### RISD Design Guild

#### Studio Manager | April 2016 to June 2017

#### Graphic Designer | April 2013 to April 2016

Responsible for interfacing with clients and managing projects. Output includes posters, identities, websites, and print materials for clients at Brown University, the Rhode Island School of Design, and the larger Providence-area community.

### FranklinTill Studio London

#### Design Research Intern | June 2015 to August 2015

Contributed research to Viewpoint Magazine—a trend-led publication that delivers crucial visual, editorial, and statistical information to brands and insight teams determined to anticipate consumer demand. Planned and styled product photoshoots; contributed to branding and production of exhibitions.

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