

ERIC MELLER

UX & product-focused designer with a special flair in motion graphics & art direction.

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WORK

DESIGNER / Captivate

New York, NY, 2017 - Current

Currently, I serve as design lead for the NYC office. I work remotely with Creative Director to execute and deliver branded content and client campaigns across Captivate's ecosystem of 11,000+ media screens in 1,600+ office buildings across the U.S. and Canada reaching 13M monthly viewers.

LEAD ART DIRECTOR / Panasonic

New York, NY, 2016 - 2017 (consultant)

As a consultant within Panasonic's Sensory Solutions Group, I led the design process on large-scale OOH media projects that integrated content, copy, art, and video for custom screen installations. Notable projects include Puma and Perry Ellis inside Macy's Herald Square and Acura at CES.

SENIOR ART DIRECTOR / TPN Retail

New York, NY, 2012 - 2015

I co-led a design team of 2-4 delivering marketing content & digital ads for a top 5 client account - Bank Of America. My work led to increased brand awareness across 4,000+ banking centers nationwide by turning complex banking products into simple, informative product benefits to the customer.

MOTION DESIGNER / IOMEDIA

I worked closely with flash & interactive designers to create final motion graphics content for iPad applications, product demos and interactive mock-ups, primarily for the agencies pharma clients, to assist in explaining biomedical processes.

MOTION DESIGNER / Organic, AT&T, Viacom, R/GA

New York, NY, 2007 - 2009 (freelance)

During these 2 years, I freelanced as a motion designer, wearing many hats, on multimedia & design projects for all things advertising - Retail, OOH, web-based videos and interactive user journeys.

BROADCAST DESIGNER / Sony Music

New York, NY, 2002 - 2007

I created interface designs and video editorial for all recording artists under the Sony Music record label. I also worked within Sony's Digital Studio to design & animate on-air promos, main titles and show opens for MTV, VH1 and HBO.

SKILLS

Design: UI/visual design, wireframing, prototyping, branding, storyboards, low/high fidelity design, motion graphics.

Research: Usability testing, user/task flows, affinity mapping, personas, empathy mapping, competitive analysis.

RECOGNITION

2019 Hermes Platinum Award

The Power of Captivate "Elevator Experiment Video"

2015 Digital Signage Expo Gold Apex Award

Bank Of America "Mobile Check Deposit"

2015 Bronze Telly Award

Bank of America Cash Rewards Credit Card "Get Together"

2014 Gold Telly Award

Bank of America Mobile Banking "It's So Easy"

EDUCATION

Springboard UX Design Career Track Certification, October 2020

New York Institute Of Technology
B.F.A., Computer Graphics, 2002