

Hi. I'm Eric Shuff.

I'm a product designer and front-end developer working to help clients achieve their goals through accessible and user-centric approaches.

I have an extensive history of helping customers achieve their goals by building accessible, user-centric products based in minimalist principles and best practices.

I've worked in a variety of roles with many organizations including Amazon, Ticketmaster, Nashville Predators, and *The Tennessean*. This experience spans a wide variety of skillsets: from product planning, design, management, and development to ad creation, Shopify customization, and brand consultation.

Skillset

Product Design
Product Management
Design Systems and Libraries
Information Architecture
Front-End Development

Certifications

Certified Scrum Alliance Product Owner
AWS Cloud Practitioner

Work History

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|--------------|---|--|
| 2016-present | Product Designer Mission Cloud / Dozen Software | Work includes helping clients solve business problems through product discovery, visual design, and development; often as a lead of product planning and management. <i>Dozen Software was purchased by Mission Cloud in June 2022.</i> |
| 2010-present | Designer and Developer Freelance | Freelance often takes on many different shapes – from design and development to apparel design to fundraise for non-profits. Always willing to take on new challenges. |
| 2014-2016 | Sr. Web and UX Designer Rockhouse Partners | Main duties were planning, designing, and developing UX strategies across hundreds of event and venue websites connected to proprietary ticketing platforms. |
| 2013-2016 | UX Specialist cj Advertising | Responsibilities included designing, developing, and monitoring client websites to achieve conversion goals using research and data to remove potential UX barriers. |
| 2010-2011 | Social Media Coordinator Nashville Predators | The job included site design and development (within allowed NHL limitations); social media engagement and management; and event coordination. |
| 2007-2010 | Designer <i>The Tennessean</i> | Started with print layout design, transitioned into an interactive designer role to better the site's UX and create various one-off products for special news coverage. |

Education

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| 2004-2008 | Middle Tennessee State University | BS in Journalism: Graphic Communications |
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Available for full-time or contract work.

References available upon request.