

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 Tennessee Titans. This experience spans a 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

2016-present	Senior Product Designer Dozen Software / Mission Cloud	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 part of Mission Cloud from 2023-2024.</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

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.