

# Eric Bashir

## Product Designer

### EXPERIENCE

**Acelr8**, Berlin, Germany    Principal Product Designer    August 2022 - Current

- Led design of a groundbreaking SaaS product, revolutionizing the company's business model and expanding the addressable market by an impressive 1000%, resulting in a remarkable three-fold increase in revenue.
- Developed an in-house tool optimizing client operations, enhancing efficiency by 25% and decreasing average transaction time by 30%.

**Mayo Clinic** via **AKQA**, New York, USA    Senior User Interface Designer    April - August 2022

- Enhanced medical appointment application experience, reducing rejected applications by 48% and slashing evaluation time by 60%.
- Modified Clinical Trial experience to improve participant recruitment and diversity.

**MetaLab**, Vancouver, Canada    Web3 Product Designer    May 2021 - April 2022

- Crafted a brand-rich user experience for a Coinbase-backed cryptocurrency trading platform, establishing Rain.com as a key player in the MENA region.
- Revamped mobile experience and introduced innovative gesture interactions for Gather.town, a leading virtual workplace in the Metaverse.
- Designed immersive NFT discovery and engaging NFT drops experience for a niche NFT platform.

**DRO Health**    Lead Product Designer    July 2020 - May 2021

- Derived actionable insights for product direction and feature development by analyzing user research and usability testing feedback, thereby positioning the product to meet business objectives.

**Whogohost**    Product Designer, Design Lead    May 2018 - June 2020

- Led design of an AI-powered product for streamlined website creation, resulting in significant cost and time savings for SMEs. Additionally, created high-impact branding and digital marketing campaign materials to optimize conversion metrics.

**Pixara**    Web & Product Designer    Mar 2015 - May 2018

- Led design of an AI-powered product for streamlined website creation, resulting in significant cost and time savings for SMEs. Additionally, created high-impact branding and digital marketing campaign materials to optimize conversion metrics.

### EDUCATION

**Draper University**    Fundamentals of Building Products    2021

**Treford Product Academy**    Product Strategy Masterclass    2021

**Ecole Supérieure De Technologie Te De Gestion (ESTG University)**    2019  
Master of Science in Computer Science, Human Computer Interaction

**Olusegun Agagu University of Science and Technology, Okitipupa**    2014  
Bachelor of Technology in Computer Science

### My Design Portfolio ↗

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meetericbashir@gmail.com

### SOCIAL

www.**linkedin**.com/in/ericbashir  
www.**dribbble**.com/ericbashir

### SKILLS

User Experience Research  
Product (UI & UX) Design  
Website Design & Development  
No-code App Development  
Product Strategy  
Information Architecture  
Copywriting  
Graphics Design  
Animation and Motion Design  
Frontend Development

### TOOLS

Figma  
Sketch  
Framer  
Webflow  
HTML, CSS  
Javascript, React  
Zeplin  
Adobe Photoshop, Illustrator  
Adobe XD, After Effects  
Wireframe.cc