

Eric Bell

Holistic Product & Service Design

I have **shipped** 3 startups from soup to nuts, **optimized** v1+ products, and I **facilitate** visualizing & aligning product strategy & execution.

Looking for **complex system** & service problems to work on, an **established design team** to learn from & mentor, who are geographically **distributed** with intentional onsite.



📍 SF • Michigan • Seattle • TBD

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ROLES

Vineti | Principal Product Designer SF '16+

End-to-end product & service design of configurable platform for orchestrating personalized cell & gene therapy drug manufacturing processes. Built and led product design team. [#healthcare](#) [#platform](#) [#enterprise](#) [#regulated](#) [#research](#)

Viki & Rakuten Manga | Dir PD SF • Singapore • France '13-'16

Fan-translation platforms for global TV & comics. Directing, coordinating, designing UX strategy across external & internal product teams. Formed & led design team. [#strategy](#) [#web](#) [#mobile](#) [#CMS](#) [#analytics](#) [#research](#)

Advocate | UX Director SF '12-'13

Enterprise social media enablement. Designed & prototyped cross-channel apps, research, marketing site. [#plugin](#) [#mobile](#)

Concent | UX Architect Tokyo '11-'12

Communications design agency. Client-facing product design, web governance, knowledge management, heuristics, workshop facilitation. [#consultancy](#) [#enterprise](#) [#japanese](#)

Microsoft | Interaction Designer Redmond '10-'11

Windows Phone 7 Design Studio. Interaction design of all Japanese input on WP7. Fast input method innovations over iPhone, keyboard layout edge cases, emoji organization & selection. [#mobile](#) [#OS](#)

STRENGTHS

Service Design cross-channel UX • Information Architecture

ontologies, diagramming • **Interaction Design** flows, prototyping •

Research usability, guerrilla testing, analytics • **Facilitation** workshops

Tools paper, whiteboards, Figma, Sketch, Miro, OmniGraffle

TALKS

Enterprise, Platform & Regulation Challenges in Product Design

Groktalk | Armenia | 2021

Chain of Custody Solution Patterns

Design 4 Healthcare | SF | 2019

Parsing UX Design

CreateTogether | Armenia | 2015

Designers @ Hackathons

UX in Space Vol 2 | SF | 2013

TEACHING

DesignLab | Mentor

Distributed cohorts | 2014-2016

General Assembly | Designer in Residence

UX 5-week | 2012

EVENTS

Health 2.0 Code-a-thon SF '13

1st Place EOB challenge

Startup Weekend Berkeley '13

Best Pitch

Big Data Hack Day '12

1st Place Overall

EDUCATION

M.S. Information Management

U of Washington | Seattle '10

B.A. East Asian Studies & Philosophy

Oberlin College | Ohio '04