

Eric Bell

Holistic Product & Service Design

I have **shipped** 3 startups from soup to nuts, **optimized** launched products, and I facilitate **aligning & visualizing** product strategy across teams.

Looking for **complex system** & service problems to work on, an **established design team** to learn from & mentor, who are **intentional** about geography & collaboration.

Target industries: health tech, security automation, remote tools, AR.



📍 SF • Michigan • Seattle • TBD

🌐 ericthebell.com

🐦 [@ericthebell](https://twitter.com/ericthebell)

✉ eric@ericthebell.com

📞 +1 206-853-5747

ROLES

Al Jazeera Digital | Lead Product Designer Remote '23+

Visioning for mobile app overhaul, end-to-end analysis & interviews, concept designs, scoped project proposals & execution. Design team evaluation, pairing, coaching. [#news](#) [#languages](#) [#systems](#) [#process](#) [#stakeholders](#) [#alignment](#)

Vineti | Principal Product Designer SF '16-'22

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, design systems • **Interaction Design** flows, prototyping • **Research** personas, scenarios, usability testing, analytics, synthesis • **Facilitation** workshops

Tools Figma, Miro, OmniGraffle, Jira, whiteboards, paper, communication

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

Lean Startup Circle | SF '13-'15
Organizer, monthly unconference

Health 2.0 Code-a-thon | SF '13
1st Place EOB challenge

Big Data Hack Day | SF '12
1st Place Overall

EDUCATION

M.S. Information Management
U of Washington | Seattle '10

B.A. East Asian Studies & Philosophy
Oberlin College | Ohio '04