

# David Ramón Eicke

Senior Product Designer :)

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## Experience

### **Handshake** · 2017–present

Product Designer / Senior Product Designer

- Led design for Handshake's first self-service offering, Handshake Plus, a new subscription product for smaller businesses, now on pace to bring in over \$4m per year
- Designed all enterprise analytics products: applicant analysis, team performance, benchmarking, advocate reporting, First Destination data management, and a library for custom reporting
- Took Employer Relationship Management product for schools across the line and led enhancements
- Designed one of Handshake's flagship features, Segments, which allows the outreach targeting that is the main fuel for our \$100m+ in ARR
- Supported the Student Growth team for a summer, contributing to a doubling in the year-over-year student acquisition rate during the back-to-school period

### **GE Digital** · 2016–2017

UX Designer, UX Leadership Program

- Designed the Predix (GE's IoT development platform) User Account & Authentication dashboard, enabling Predix developers to set up their applications' accounts and security more easily
- Helped orchestrate formal user testing on Predix application security setup process with in-house developers
- Redesigned Predix's informational Security portal, leading user-centered design workshops with executives

### **Kaiser Permanente** · 2015

Design and development intern

Designed and implemented online style guide for the company's corporate benefits-portal redesign project, using basic JS, CSS, and Bootstrap

### **VIZ Media** · 2011–2014

Marketing Manager

Led all marketing efforts for VIZ's multi-million dollar print-publishing business

### **Random House, Inc.** · 2006–2011

Marketing Coordinator

## Education

### **University of California, Berkeley**

School of Information

2014–2016

Master of Information Management and Systems  
(Design focus)

### **University of Michigan, Ann Arbor**

School of Literature, Science, and the Arts

2002–2006

B.A., English Language and Literature

## Publications

### **Gestalt in UX, or Why Designers Are So Annoying About Spacing**

UX Collective

2020

Article meant for engineers or beginner designers about how Gestalt principles can play into designing products

## Teaching & Tutoring

### **UC Berkeley Athletic Study Center**

Graduate tutor, writing and study skills

2015–2016

### **Sweetland Writing Center**

Writing tutor

2005–2006

### **SF Mambo / Dame Mambo**

Volunteer dance instructor, organizer

2015–Present