Eric Gandhi

Contact

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ericgandhi.com

Skills

Design

Product design, product strategy, user research, user testing, information architecture, user flows, wireframes, high-fidelity prototyping, design systems, AI, human computer interaction, big-picture thinking

Tools

Figma, Sketch, Adobe Creative Suite, Framer, Webflow, Zeplin, Principle, UserTesting.com, Userlytics, ChatGPT

Education & Certifications

Georgia Institute of Technology

BS in Science, Technology, & Culture
Focused on design, literature, & film

Scrum Alliance

Certified Scrum Product Owner

My work's been featured in

Ad Age, Adweek, Business Insider, CNBC, CNET, CNN, Deadline, Engadget, Fast Company, Forbes, GQ, Men's Health, NPR, PC Mag, Rolling Stone, TechCrunch, The New York Times, USA Today, Variety, Vice, Wired

Experience

Sandstone

Co-Founder & Head of Design   August 2017 to Present

As co-founder of a full-stack design and development agency, I've led its growth to serving over 40 clients. I mentor and direct a team of designers while leading product design, strategy, user testing, high-fidelity prototypes, visual design, and more. Additionally, I oversee critical business functions including marketing, sales, growth, and strategic development.

Cameo

Lead Product Designer   March 2023 to July 2023
Senior Product Designer   April 2021 to March 2023

Led design on consumer products across iOS, Android, and web platforms while mentoring a team of designers and leading initiatives including product design, strategy, user testing, high-fidelity prototypes, visual design, and more. Collaborating closely with engineering, product, marketing, data science, and leadership teams, I led transformative projects, such as the redesign of the talent profile page, which resulted in a 7.5% increase in conversion, equating to an additional $3 million in annual revenue for the company.

Walt Disney Studios

Lead Product Designer   June 2019 to February 2021
Senior Product Designer   November 2016 to April 2018

Led design efforts to launch Movies Anywhere on iOS, Android, 10-foot and web. Worked directly with Disney, Fox, Sony, Universal, Warner Brothers, Apple, Amazon, Google, Microsoft, Vudu, and Fandango to launch the first multi-studio, multi-retailer standard for digital movie ownership. Also designed and launched the first fully cross-platform movie co-viewing experience to over 12 million users, as well as redesigning internal video ingestion tools and leading efforts on creating a design system from the ground up. Mentored designers and worked directly with engineering, product, marketing, data science, and leadership teams. Work included product design, strategy, user testing, high-fidelity prototypes, visual design, and more.

BuzzFeed

Product Designer   September 2014 to June 2016

Led design efforts on video analytics dashboard (internal and B2B/B2C), iOS app, style guide, 10-foot experiences, and marketing materials. Work included product design, strategy, iA, user testing, user flows, wireframes, high-fidelity prototypes, data viz, visual design, functional documentation, HTML & CSS styles, asset creation, and branding.

eBay

Senior Designer   June 2013 to February 2014

Led design efforts for the "Magento 2" e-commerce platform and created a comprehensive style guide. Work included product design, iA, user flows, wireframes, prototypes, visual design, functional documentation, asset creation, and branding.

The Weather Channel

UI/UX Designer   April 2011 to April 2013

Led design efforts on the iOS app, which had over 20 million active users, 10-foot experiences, and responsive websites for original TV programming. Work included product design, user testing, user flows, wireframes, prototypes, visual design, functional documentation, HTML & CSS styles, asset creation, and branding.