

DAVID R. EICKE UX/UI DESIGNER

PROFESSIONAL EXPERIENCE

KAISER PERMANENTE 2015, Oakland, CA
UX Design Intern

- Designed and implemented official style guide for the company's corporate benefits-portal redesign using HTML, CSS3, and Javascript
- Produced visual aids to support company-wide change-management efforts
- Ensured portal's layouts met ADA compliance requirements

VIZ MEDIA 2011 - 2014, San Francisco, CA
Marketing Manager

- Created, planned, and executed all marketing efforts for VIZ print books spanning five imprints
- Designed and annually updated Manga for Libraries catalog for librarians new to the medium
- Managed a \$140,000 annual marketing budget
- Reported quarterly to executives on campaign effectiveness and ROI
- Maintained crucial relationships with advertising venues, retail partners, and media contacts

RANDOM HOUSE, INC. 2007 - 2011, New York, NY
Library Marketing Coordinator

- Designed information architecture and wireframe for the Library Marketing department's blog/website, still in use six years later
- Managed marketing efforts for and served as market consultant to 25+ sales & distribution clients, including DC Comics and National Geographic
- Designed booth signage for American Library Association conference to ease attendee navigation
- Created and managed ads with *Library Journal*, *Booklist*, *Kirkus Reviews*, *LibraryJournal.com*, and others

RANDOM HOUSE, INC. 2006 - 2007, New York, NY
Academic & Library Marketing Assistant

- Assisted a team of eight people in marketing efforts
- Represented Random House at academic and library conferences around the US

WRITING INSTRUCTION

UC BERKELEY ATHLETIC STUDY CENTER 2015 - Present
Graduate Tutor - Writing and Study Skills

Mentor three student athletes in writing and reading practices, time management habits, and study skills

SWEETLAND WRITING CENTER 2005 - 2006
Writing Tutor

Tutored fellow undergraduates at the University of Michigan on essay writing and other writing endeavors

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY
School of Information

Masters in Information Management and Systems
UX Design focus
2014 - 2016 (expected graduation)

UNIVERSITY OF MICHIGAN, ANN ARBOR
School of Literature, Science, and the Arts
BA, English Language and Literature
2003 - 2006

TECHNICAL SKILLS

- Adobe Photoshop
- HTML/CSS
- Sketch
- Javascript / JQuery
- Twig Template Engine
- Adobe Illustrator
- Adobe InDesign
- Python
- D3.js
- Tableau
- JustinMind

PROJECTS

Style Guide for Kaiser Permanente Internal HR Portal, My HR

Over summer and winter break, I created online and print versions (respectively) of the style guide for Kaiser Permanente's HR portal redesign

The iSchool Review

My capstone team and I have created a new online academic publication to showcase the best work from students in information-centric professional programs worldwide

Accessible E-books Research Project

Co-wrote a report on the current state of e-book accessibility for required texts in higher education; interviewed accessibility experts from the legal and nonprofit domains

SF Mambo (Co-Founder)

Founding member of an organization that produces a successful series of dance events in San Francisco, serving as design specialist for promotional materials