

Eric Dunlap

Creative Director: Product & Brand

19x17, LLC

Principal/Creative Director | 2020 - now

Consultancy studio that works directly with startups to shape or better their products and brand. I lead digital and traditional design efforts to mold Product Design, Branding, Strategy, UX, Design Systems, Websites & Photo Direction.

Neighborhoods.com, 55places.com, 55places Mortgage

Creative Director | 2015 - 2020

Design Lead, Founding Designer | 2015 - 2015

Founding Designer that created the Neighborhoods.com brand and all UI & UX for the MVP site. Built and led the Design org consisting of Product, UX, Communications Designers and A/B practice. Responsible for the product roadmaps for Neighborhoods.com, iOS app and 55places. Co-led engagement with our agency of record in creating our 55places TV commercial and defining our future positioning. I held a strategic position on the leadership team in developing the vision of the business, product strategy, running the Design org as a servant leader working closely with designers, engineering, marketing and sales.

Gorilla Group

Design Lead | 2014 - 2015

Senior Designer | 2010 - 2014

Collaboratively worked with disciplines across UX & UI, Front-End Development, Content Strategy, Business Solutionists, QA and Sales. I led client engagements in UI & UX of responsive websites, information architecture/wireframes, site evaluations, client presentations & style guides. Worked with clients to meet business needs and formulate winning creative solutions on the Magento and hybrid e-commerce platforms. Responsible for mentoring new hires and design team members. Design liaison for the sales team and participated in delivering design presentations and presenting to prospects about Gorilla's design department practice areas. Select Clients: HALL Wines, Murray's Cheese, SaltWorks, Munchkin, Iron Mountain, Penn State, Mardel, 3M, Turn5, Avery, Behr, Newell-Rubbermaid, Breville, Kohler & Shure.

SocialBite

Co-Founder, Creative Director, Photographer, Writer | 2009 - 2013

Sustainable food, brewery, restaurant and recipe blog focused on local Midwest producers, brewers, farms and chefs.

ActionVillage.com

Senior Designer | 2002 - 2010

Design & management of 5 email marketing verticals. UX/UI across parent and 4 sub-brand websites. Print work included monthly advertising in Snowboarder magazine, catalogs, POP, t-shirts, iPod skins (remember those?). Established the in-house product photography practice & event photography.

DDB Worldwide & Tribal DDB

Web Designer | 2001 - 2001

Worked on the first DDB intranet and banner ads for clients.

19x17.com

LinkedIn

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Skills

Management & Coaching

Creative Direction

Strategy

Product Design & Design Systems

Branding & Identity

Email Marketing

Copywriting

Surveys & User Testing

Journey Mapping

Low Fidelity Wires to High Fidelity Prototypes

Adobe CC, Sketch, InVision & Figma

Webflow & Squarespace

Responsive & iOS Design

Photography (studio & field)

Print Design & Screen Printing

Google Analytics, Hotjar & Fullstory

Basic HTML/CSS

Jira & Agile

Honors

Webby Award Honoree - B2B - Gorilla

Corporate Site

Interactive Media Awards - Best in Class

Ecommerce - The Peanut Roaster

Volunteer

SPARK Program Mentor x2

Habitat for Humanity x2

Gigi's Playhouse (Down Syndrome support)

Education

BFA, University of Illinois at Chicago

Interesting Tidbit

Photography clients include Revolution Brewing, the Dew Tour and my work has been published in various publications including Bon Appetit.com and Midwest Magazine.

I primarily work in a digital world, but appreciate a hands-on approach to my work. Interests include family, cooking, permaculture, food & bev culture, travel, camping, biking, stoicism & meditation.