

eric gustafson

Product Design Leadership · Creative Direction · UI/UX · Lucid Dreamer

Austin · San Francisco · Chicago

antilimit.com 

Translating brand and technology
to create an unforgettable UX
one interaction at a time.

Vi Labs

2021 - Present

UI/UX Director · Product Designer Manager

Currently leading a creative & product design team of 4 full-time employees to support multiple nationwide health and wellness industry brands.

Anytime Fitness

Created, launched and currently maintaining a novel app experience designed from the ground up for one of the largest international gyms. Striking a balance with existing design patterns, working within brand guidelines while knowing when to push beyond to create a highly emotional and engaging UX. Increased metrics from existing app by 41% for 90-day activations. Achieved an incremental revenue increase of \$47.8 million for AF and maintain a strong 4.8 app rating for iOS. All launched in under 7 months. Currently guiding product design team to maintain and release new app features while adding unique emotional layer touches and story-telling elements. Dev handoff documentation, strong communication of ideas and token design all part of our process.

24 Hour Fitness

Creating and maintaining the full digital UX from club kiosk to app. Established design system. Involved in marketing campaigns, print, landing pages, guest passes and primarily the app from onboarding to day-to-day interactions. Worked through a rebrand with C-level stakeholders as the director of a design and product team which drove app adoption by active members to be 83%.

Stronger U

Initially directed multiple designers to launch a nutrition coaching app. Later oversaw design system creation and brand re-alignment with our design team. Also designed a back-end coaching management system to create a full end-to-end platform.

muuv

2019 - 2021

Creative Director · Product Design · Industrial Design Lead

Led the creation of a fun and motivational health and wellness brand from scratch that has reached over 8 million people and led to acquisition. Involved with a unique partnership in the retail space with Stamina Fitness to help manufacture a brand of fitness equipment paired with a smart digital experience. Managed design team to create branding and UI/UX decisions for app and web. Implemented front-end dev, worked closely with marketing teams and integral to executing a partnership with iHeartRadio.

YourTrainer

2018-2019

Senior Product Designer

Directed all design decisions for web and app UI/UX. Involved heavily in business development efforts by crafting pitch decks and communication visuals that helped to establish a relationship with 24 Hour Fitness. Responsible for high fidelity design of lead onboarding, interactive prototypes, motion graphics, marketing and social content.

The Cube

2012 - 2017

Creative Director · User Testing Manager

Alongside the CEO and CTO helped to scale up operations and funding from a team of 4 to over 50 people. Created innovative industry features such as AI analysis of football games that interpreted play stats. Owner of all design and product decisions since inception. Worked with Ogilvy to produce video hype. Managed a full-time designer, a marketer and four contract designers. Together we created and streamed some truly awesome product features and content in a mobile app, smart tv, tablet and web. Involved with all facets of the company until the acquisition by the Chicago Sun-Times and assisted with transition to PlayOn! sports.

Classified Ventures

2006 - 2012

UI/UX Manager · User Testing Manager

Apartments.com

Helped scale and transition a local Apartment print magazine into a multi-million dollar company that led to acquisition. Leading front-end design and development of mobile and desktop UI/UX for two national brands as well as other marketing campaigns, social content strategies, back-end apartment management tools and more. Heavy metric-driven optimization, novel ideas and long-tail strategies that exceeded revenue and business goals.

Auto.com

Launched a new brand and created all design assets from scratch. Replicated prior success in the apartment space for the auto industry and set a new standard amongst online shopping that was heavily research based with user testing.

Freelance

2004 - Present

Web Design · Front-End Dev · Photography · Illustration · Print

Thirty Seconds to Mars (2021)

Contract with Black America (2020)

Pigments Boutique (2016)

Invincible Scars (2010)

University of Houston (2004)

How I Got Here

University of Texas Arlington (2004, BFA) · San Jacinto College

SXSW Interactive (2008 - 2014) · Maker Faire SF (2015 - 2017)

Figma Config (2022, 2023) · Adobe Max (2021)

Perpetual inner passion & curiosity

Always hungry to learn about and evaluate the constantly evolving product and design toolset.

Proficiency

Design

Figma · FigJam · Stark · Token Studio · Miro · Protopie · Adobe Creative Suite · SF Symbols · Photoshop · Illustrator · XD · After Effects · Premiere Pro · Sketch · Framer · GIPHY Capture InDesign

Inspiration

Product Hunt · Screenlane · Mobbin · The Noun Project · Designer Daily Report
IconScout · LottieFiles · One Page Love Behance

Data & Research

Maze · Usability Hub · Survey Monkey · Tableau · Analytics Optimizely · Google Optimize
CleverTap

Gen AI

Midjourney · Runway · Visily
Canva · Gamma · ChatGPT
Jasper · Diagram · Adobe Firefly

Development

HTML · SCSS · Javascript · Lottie · Testflight
GitHub · Node · React · Firebase · Github
Heavy Client Side · Light Server Side · CMS
HubSpot · Wordpress · Squarespace · Terminal
OS Simulator · Chrome · Safari

Productivity

Notion · Asana · Jira · Google
Drive · Dropbox · Box
Microsoft Office

Leadership

Solution Oriented · Visual
Direction · Inclusive · Humble
Efficient Communication
Highly Organized

Other Essential Tools

Sense of Humor · Milwaukee Compact Router · Japanese Pull Saw · Any Fox Farm Nutrient · Olympus MFT with 12mm f/2.0 Prime · Rainbow Bubble Popper (for my sweet monster) · Red KitchenAid Stand Mixer