

Eric Carl
Digital Product Designer



I'm Eric, a multidisciplinary designer with 20 years of experience spanning digital products, graphic design, and education. As a Principal Designer at Ableton, I help lead the design of creative tools for music makers and am skilled at translating complex design challenges into elegant, intuitive interfaces.

ericcarl.link/Eric-Carl-Portfolio.pdf

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Experience

Principal Designer

Ableton, Berlin, Germany — 2015–Current

Leadership and hands-on design of musical instruments and effects for software and hardware products through three key roles:

- **Principal Designer, Sound Unit:** Lead cross-functional teams and shape product direction by developing design principles, guidelines, team rituals, and other resources. Ensure a consistently high standard of design execution and experience.
- **Individual Contributor, Live Unit:** Design intuitive, purpose-driven interfaces for music-making features in Ableton Live, a mature and influential digital audio workstation. Balance technical complexity with clarity and creative capability.
- **Design Domain Member:** Collaborate with other Principal Designers to maintain design coherence across Ableton's system of products (Live, Push, Move, and Note). Address dependencies, highlight constraints, and identify opportunities for cross-product alignment.

Art Director & Instructor

Gnomon School of Visual Effects, Los Angeles, CA — 2008–2015

Led design direction for a leading visual effects education institution, overseeing the in-house team and shaping the visual identity across print and digital. Projects included marketing campaigns, campus signage, exhibitions, and two large-scale website redesigns.

Taught Graphic Design and Career Realities courses, developing curriculum tailored to entertainment industry artists. Covered visual design, typography, illustration, interface design, and guided students through portfolio, website, and resume development.

Designer

TaigMarks Inc. Advertising & Public Relations, Elkhart, IN — 2003–2008

Designed a range of materials for print and digital campaigns, including websites, email marketing, branding, and tradeshow materials, for clients in the automotive and recreational vehicle industries.

Skills

Design

Creative direction, UI, UX, user-centered design, design systems, prototyping, iteration, motion, branding, illustration, accessibility, user testing

Leadership

Design leadership, facilitation, design process, design principles, guidelines, communication, mentorship

Tools

Figma, Adobe CC, HTML & CSS

Recognition

Torso: T-Shirt Graphics Exposed by Gestalten, Ello.com Motion Graphics Feature, Computer Arts Projects #66: Typography, Advanced Photoshop Magazine #52: Master Graphical Arts, Computer Arts Magazine: Creative Collages and Mixed Media Effects, Silver Addy Award 2006, Imation Computer Arts Scholarship 2001

Performances & Exhibitions

Motion Graphics Exhibition
03.unrar.me Berlin, 2022

Audio/Visual Performance
Spektrum Berlin, 2017

Audio/Visual Performance
Kantine am Berghain, 2017