

David Eicke

Senior Product Designer II at Handshake

San Francisco, CA, United States | [LinkedIn](#)

Senior product designer specializing in enterprise products, information visualization, and complex workflows. Focused on solving real user problems through research-driven design and cross-functional collaboration.

EXPERIENCE

Senior Product Designer II (Lead)

Jun 2022 — Feb 2026

Handshake

San Francisco Bay Area

Leading product design on Handshake's school-facing and employer-facing products. Designed the company's first agentic job intake flow with AI-extracted candidate profiles, increasing completion by 3%. Redesigned the student profile page with AI-generated advising summaries achieving 4.4/5 satisfaction. Led a year-long initiative overhaul of the appointments experience from availability setup through student booking.

Senior Product Designer I

Nov 2017 — Jun 2022

Handshake

San Francisco, California

Designed the full employer product suite, including Segments, the core component of Handshake's first premium offering that drove majority revenue through 2026. Established design patterns for Handshake's data visualization across analytics tools like Applicant Analysis and Insights Library. Designed job listing pages setting standards for employer-facing features.

UX Leadership Rotational Program Designer

Jun 2016 — Nov 2017

GE Digital

San Ramon, CA

Designed the Predix IoT platform's User Account & Authentication dashboard to simplify developer account and security setup. Orchestrated formal user testing sessions with in-house developers on security workflows. Led user-centered design workshops with executives on the Predix Security portal redesign.

Design and Development Intern

Jun 2015 — Dec 2015

Kaiser Permanente

Oakland, CA

Designed and implemented an online style guide for the corporate benefits portal redesign project. Built style guide using JavaScript, CSS, and Bootstrap to standardize design components across the portal.

Marketing Manager

Dec 2011 — Aug 2014

VIZ Media

San Francisco Bay Area

Led all marketing efforts for VIZ's multi-million-dollar print publishing business. Managed marketing strategy and execution across the company's publishing portfolio.

Online Marketing Coordinator, Library Marketing

Aug 2006 — Sep 2011

Random House, Inc

Greater New York City Area

- Designed information architecture and wireframe for the Library Marketing department's blog/website, still in use over four 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 (scheme still in place four years later)
- Created and managed ads with Library Journal, Booklist, Kirkus Reviews, Unshelved.com, LibraryJournal.com, Facebook, and more
- Pitched Library Marketing services to prospective corporate clients regularly

Editorial Intern

Jul 2006 — Aug 2006

DigitAll Magazine

Booked feature interviews with two Hollywood directors

Interviewed people on the streets for a sidebar piece

Researched the role of similar corporate magazines

Writer

Sep 2005 — May 2006

The Michigan Daily

Michigan Daily : Writer

Wrote film reviews and Fine Arts articles for the university newspaper

Writing Tutor

Jan 2005 — May 2006

Sweetland Writing Center

Helped fellow students with grammar, usage, structure, and argument in their academic and creative writing assignments

EDUCATION

UC Berkeley School of Information

Sep 2015 — Jun 2016

Masters in Information Management and Systems in UX Design

Activities and societies: Athletic Study Center Tutor
Product Design and Analytical Skills

University of Michigan
Bachelors in English Language and Literature, General
Activities and societies: Michigan Daily, Sweetland Writing Center

Sep 2002 — Jun 2006

CERTIFICATIONS

Quentin's Million-dollar Question,

SKILLS

User Research · User Experience Design (UED) · Product Design · Analytical Skills · Figma (Software) · Design · Employee Benefits · Data Visualization · User Experience (UX) · User Experience · Information Architecture · CSS · HTML · Python · PowerPoint · User Interface Design · Information Management · Information Organization · Wireframes · JavaScript Libraries · Microsoft Excel · Mac · Books · Writing · Copywriting · Content Strategy · prototyping · Information Visualization · Enterprise Design · AI/ML Integration · Analytics Design · Front-end Development · JavaScript · Bootstrap · Prompt Engineering · User Testing · Design Systems