



**Hello! I'm Eric. As a play designer and creative lead, I'm dedicated to crafting things that bring joy.**

**Eric**   
**www.euchalik.com**

Design, toys, and games have been my collage of passions for over 15 years. From creating hundreds of characters at Shawnimals to leading the design of educational games at Osmo, I have had the privilege of working with many talented people and I take pride in the award-winning games and content that we have created together.



## EXPERIENCE

### *Lead Product Designer - Amira Learning*

JANUARY 2023–JULY 2023

**Soft Launched 2023:** Designer for Amira Animal Rescue: an AR reading app aimed to tutor early readers in an interactive 3D story.

Created detailed UX storyboards for future unreleased chapters of the app and designed interactive 3D objects to increase engagement.

Conducted parent interviews and child play testing.

**Launched 2023:** Designed the UX / UI of Amira Parent Portal: a web app that allows parents to see and hear their child's reading growth.

### *Product & Design Lead, Brand Lead, Designer - Osmo*

DECEMBER 2015–AUGUST 2022

**Launched 2015:** Co-creator of Osmo Coding Awbie: the first commercial and physical coding block language for kids. Responsible for all UI, art assets, character design, and animation. Designed game levels from an art and coding curriculum perspective.

Designed how physical coding blocks interact with a digital game to teach the basics of coding. Developed and designed a system for Osmo's coding block iconography.

Conducted incremental play testing of all game features.

**Launched 2016:** Co-designer of Osmo Coding Jam: a musical coding game. Led a team of artists and animators while designing the UI / UX of creating music with code.

**Launched 2017:** Co-designer of Osmo World. Designed UI / UX for an interactive game launcher for onboarding Osmo's suite of apps.

**Launched 2018:** Design Lead in rebranding Osmo retail packaging into a modular system to improve product onboarding, streamline the package design process, and reduce packaging cost.

**Launched 2020:** Team and Design Lead of Osmo Coding Starter Kit: consolidation of Osmo's coding games into one packaged product.

Led the redesign of each game's UX to use new lower cost coding blocks, analyzed play data to design MVP improvements, and directed updates for 3 games.

**Launched 2021:** Team and Design Lead for Osmo Genius Starter Kit. Set and maintained shared development goals across multiple game teams, and led the design for a shared monthly release initiative.

Designed a monthly content system that sends weekly emails, printables, and educational content to parents to share with their kids.

**Unreleased Project 2022:** Team Lead developing a subscription base platform for future games. Designed and directed UX for how players sign up, onboard, and access new content.

### *Designer - Uncommon*

APRIL 2013–MARCH 2014

Illustrator of exclusive Apple safety cases sold in Apple, Verizon, AT&T, and Best Buy retail.

### *Lead Designer - Shawnimals*

FEBRUARY 2008–FEBRUARY 2013

Designer and artist of character-branded designer toys. (Optioned for an film to Dreamworks.)

Concepted and created vinyl toys, plush toys, apparel, marketing campaigns, and games: Ninjatown for Nintendo DS and Ninjatown: Trees of Doom on iOS.

## EDUCATION

### *Bachelor of Fine Arts in Visual Communication*

The School of the Art Institute of Chicago, Chicago, IL 2005–2008  
Wayne State University, Detroit, MI 2003–2005



## SKILLS

**Expert in** Figma, Photoshop, Illustrator, InDesign, Sketch, Spine, ZBrush, iOS apps, and print design.

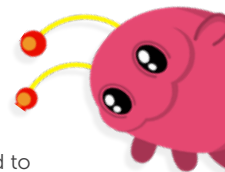
**Experienced in** UX/UI design, game design, illustration, character design & animation, product branding, toy design, and team leadership.

**Working knowledge in** Unity, Jira, web design, and After Effects.

**ERIC UCHALIK**

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## AWARDS

### *Comenius Award*

JUNE 2022 | PRODUCT LEAD, GAME DESIGNER

Awarded for Osmo Coding Starter Kit and Genius Starter Kit in the category of Game-Based Digital Media.

### *Top Summer Toy Award Winner - The Toy Insider*

APRIL 2022 | PRODUCT LEAD, GAME DESIGNER

Top Summer Toy Awarded for the Osmo Coding Starter Kit.

### *Transform Awards: Gold - Best Use of Packaging*

JANUARY 2022 | BRAND LEAD, DESIGNER

Created in partnership with Pearlfisher, for Osmo Freemium Trial Kit.

### *Fast Company Innovation by Design Award Finalist*

JANUARY 2017 | GAME DESIGNER, LEAD GAME ARTIST

Awarded for Osmo Coding Awbie—A tangible and digital programming game for kids aged 5–10.

### *Inc.'s Design Award*

JANUARY 2016 | GAME DESIGNER, LEAD GAME ARTIST

Awarded for Osmo Coding Awbie for User Experience.

### *Oppenheim Toy Award - Platinum Award*

JANUARY 2016 | GAME DESIGNER, LEAD GAME ARTIST

Awarded for Osmo Coding Awbie.

### *Parents' Choice Awards - Gold*

JANUARY 2016 | GAME DESIGNER, LEAD ARTIST

Awarded for Osmo Coding Awbie.

### *Innovative Toy of the Year - Finalist*

JANUARY 2015 | GAME DESIGNER, LEAD GAME ARTIST, MARKETING DESIGNER

Awarded to Osmo for toys that utilize innovative design, technology, or manufacturing processes to enhance play value.

### *BAFTA Nominee - Best Strategy Game*

JANUARY 2009 | GRAPHIC DESIGNER, ILLUSTRATOR

Associated with Shawnimals Studio, Venan Entertainment, and SouthPeak Games for Ninjatown for Nintendo DS.

## PRESS

### *Is Your Child Coding Yet? New Building Blocks Teach Programming Basics*

BY WILSON ROTHMAN | WALL STREET JOURNAL

<https://www.wsj.com/articles/is-your-child-coding-yet-new-building-blocks-teach-programming-basics-1465316688>

### *3 Young Innovators + Chicago = A Kids' Coding App Used in 15,000 Schools*

BY SHELBY LYNN BOSTEDT | CHICAGO TRIBUNE

<https://www.chicagotribune.com/redeye/redeye-three-chicago-undergrads-are-doing-big-things-in-silicon-valley-20160624-story.html>

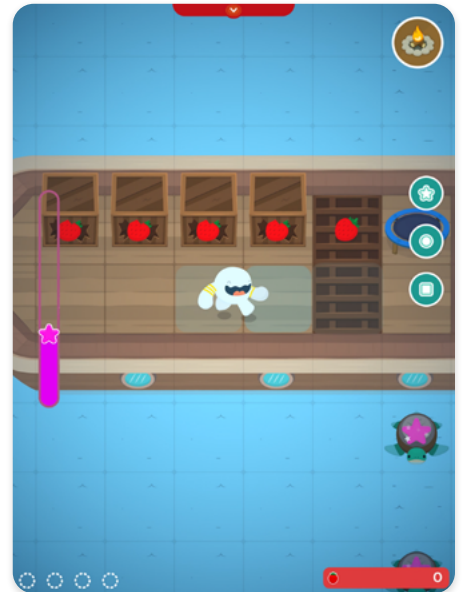
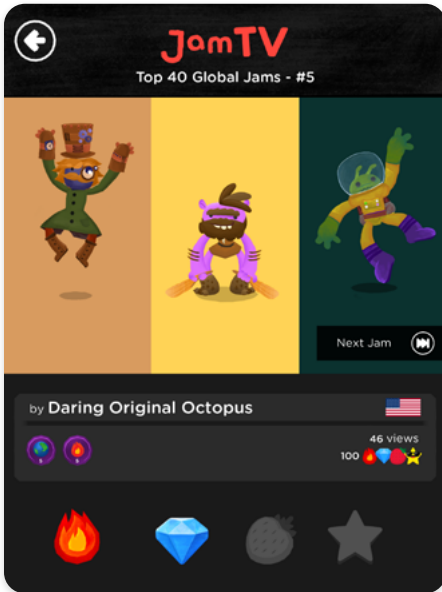


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THANK YOU!