

ELEANOR CADY WACHSMAN

www.cady.design / me@ecady.com / 415-717-5197

ABOUT ME

Hello! I'm a design leader. I've spent my career working with engineers, cartographers, human interface designers, and industrial designers making beautiful and useful things. The intersection of the digital and the physical is of particular interest to me, as I've spent my career designing for things like navigation systems, ridesharing, and autonomous vehicles. I strive to be a compassionate, collaborative, and honest teammate and leader.

WORK EXPERIENCE

JANUARY 2022 - MAY 2023

CRUISE / SENIOR DESIGN MANAGER, RIDEHAIL / SAN FRANCISCO, CA

Cruise reached out to me, and I couldn't say no to this compelling role—leading the Ridehail Design Team for an autonomous rideshare service. My team defined the mobile user experience for booking and managing your ride, the in-car-experience on tablets within the vehicles, as well as experience in the space between the digital and the physical. My leadership was key in swapping out our AV voice to a more sophisticated TTS system from WellSaid, coaching Brand to utilize Figma autonomously and ensuring their designs, animations and iconography were up-to-date in code, building tight relationships with Product, Engineering, Systems, & Hardware, coordinating a massive suite of designs and experiences for Cruise's purpose-built custom AV vehicle, and guiding the careers of 5 bright designers.

Patents

2 filed & pending

JUNE 2020 - JANUARY 2022

UBER / SENIOR DESIGN MANAGER, CUSTOMER OBSESSION / SAN FRANCISCO, CA

An opportunity came up to jump back into management, leading the Customer Obsession design team. On this team, I led about 10 designers across multiple timezones, coordinated with end-user agents and global content leaders, and influenced product and customer experience roadmaps. My leadership unstuck Uber's proprietary customer support tool, massively upleveled it in quality and complexity, and paved the way for chat-first support and other sophisticated support experiences. This work included customer facing web, mobile-web, native-mobile, as well as agent & partner facing internal tool suites.

JANUARY 2020 - JUNE 2020

UBER / STAFF DESIGNER, DESIGN SYSTEMS / SAN FRANCISCO, CA

I became a Staff Designer on the Design Systems team—the central team defining the principles, best practices, styles, components, and also the final engineered product to unlock Uber's product goals. I worked with Design System engineers and product designers to build a best-in-class design system both in Figma and in code. Key contributions include remaking Uber's color token system to enable Dark Mode, multiple brand-new processes to help the design team adopt a company-wide, mobile / web / desktop design system, and admin-ing Uber's Figma account.

Speaking engagements

Design Thinking 2019, Melbourne AU

AUGUST 2016 - JANUARY 2020

UBER / DESIGN MANAGER, CARTOGRAPHY / SAN FRANCISCO, CA

My team was responsible for the design and implementation of digital multi-scale global maps and first person navigation maps. I managed the work of three designers, and teamed up with engineers and researchers to match together massive datasets, code, and design. We continued to support complex mapping scenarios in the Driver App, as well as many other map products across the company, such as the Rider App and internal tools. Our team built documentation, iconography, design systems, and best practices for the design team.

Speaking engagements

NACIS / [Navigation System Design at Uber: Maps + Interaction](#)

SF Design Week / [Panel on Design Leadership](#)

Mapbox Locate / [A Map-First World: Uber, Woov, Weedmaps, Lonely Planet, Open Listings](#)

Patents

[Geographic map annotation](#) U.S. Patent 20190162550A1

[Illegal stopping zone avoidance system](#) U.S. Patent 11299175B2

[End of route navigation system](#) U.S. Patent 20220074759A1

JULY 2015 - AUGUST 2016

UBER / VISUAL DESIGNER & SENIOR CARTOGRAPHER / CUPERTINO, CA

In the summer of 2015 I joined Uber as Senior Cartographer. At Uber I was responsible for building Uber Maps from the ground up—starting with the Driver App. I coordinated the work of two other cartographic designers, and collaborated to ship Uber Navigation. Having come from Apple Maps, I taught best practice map & navigation design to the team, including map data standards and asset management.

Publications

Uber Navigation [Medium Article](#)

AUGUST 2010 - JULY 2015

APPLE / 2D 3D CARTOGRAPHIC DESIGNER / CUPERTINO, CA

On the Apple Maps team, I learned everything about Cartography from an excellent mentor, Justin O'Beirne. Within iOS, I soaked in UI best practices from the pioneer in digital experiences. I supported Apple Maps CarPlay, multiple iOS redesigns, built 3D landmarks, designed Transit Maps and Venue Maps, and learned how to test on multiple complex hardware surfaces.

Patents

[Display screen or portion thereof with graphical user interface](#) U.S. Patent 711910S1
[Display screen or portion thereof with graphical user interface](#) U.S. Patent 739859S1
[Display screen or portion thereof with graphical user interface](#) U.S. Patent 709915S1
[Display screen of portion thereof with graphical user interface](#) U.S. Patent 719578S1
[Context sensitive actions in response to touch input](#) U.S. Patent 9423946B2
[Display screen or portion thereof with graphical user interface](#) U.S. Patent 772269S1
[Display of transit features in mapping application](#) U.S. Patent 20160356610A1
[Transit navigation](#) U.S. Patent 10180331B2
[Feature Selection in Transit Mode](#) U.S. Patent 20160356614A1
[Mapping Application with Transit Mode](#) U.S. Patent 20160356625A1

FEBRUARY 2010 - APRIL 2010

APPLE / 3D ARTIST CONTRACTED / SAN FRANCISCO, CA

In this role, I produced a high volume of assets in both 2D & 3D, used proprietary tools to ensure assets were prepared and clean for proprietary app, rebuilt messy assets so overall project was neat, created conceptual meshes for possible future themes, and collaborated remotely.

2009 - 2010

FREELANCE / 3D ARTIST / SAN FRANCISCO, CA

During this freelance period, I explored app development, conceptualized and created 3D / 2D artwork, honed 3D skills and explored other artistic interests, such as web design and heavy rendering, and wrote tutorials for Cgtuts+

Titles

Newtonize / Effectively Use Constraints to Rig Non-Spherical Eyes in Maya / How to UV a Character in Maya

2007 - 2009

APPLE / 3D ARTIST / CUPERTINO, CA

My first professional job! I conceptualized and created 3D & 2D game artwork, such as backgrounds, game pieces, game boards, characters and character animations, HUD elements, and UI. I prototyped many game designs to take advantage of device capabilities, conceptualized a social gaming arena and fleshed out ideal social gaming features, learned about limitations of input device and how that informed design decisions, and worked with device limitations to produce best-looking artwork possible within frameworks. During this time I also upgraded from a Razr to an iPhone when it debuted, and nearly died with joy. And I road-tripped across the southern US to start my life in San Francisco.

SUMMER 2006

APPLE / 3D ARTIST INTERN / CUPERTINO, CA

This was an incredibly internship experience. At Apple, I assisted with 3D & 2D game artwork, such as backgrounds, characters, and animations, learned about real-world production and collaboration with engineers, met many interesting and exacting people of different disciplines, presented to a conference room of execs, and absorbed the care and detail that goes in to every product at Apple.

EDUCATION

2003 - 2007

Ringling School of Art and Design, Sarasota, FL

Bachelor of Fine Arts / Computer Animation / May 2007

Best of Ringling, Spring 2006; Glass Scholarship, Spring 2006

BITS AND PIECES

Software

Figma & Figma plugins, GSuite, CODA, Adobe CC (Photoshop, Illustrator, Premiere Pro, After Effects), GitHub Pro, Slack, Mapbox Studio, Maya, CINEMA 4D, Final Cut Pro, MAPublisher, proprietary tools

Disciplines

Design & design leadership, prototyping, motion, Git & version control, JSON / CSS / HTML / Markdown / CLI, map / navigation system design, physical + digital design, cartography, 3D design

Extracurricular

Board Secretary / Pocket Greenhaven Community Association

Mother / 7 year old daughter Loretta who loves swimming, 4 year old daughter Arden who loves everything

Likes / Podcasts, Margs, Thor: Ragnarok, Mario Kart, Animal Crossing, Stardew Valley