

Eric Shansby

Digital/Creative

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Summary

Digital creative leader with 12 years of experience in code, user experience, data visualization, and communications in the think tank space. My passion is expanding organizational capacity online and producing engaging content—using data, interactivity, and multimedia—to communicate complex topics to broad audiences.

Experience

Economic Policy Institute

2010–Present

Online Director/Creative Director • March 2012–Present

- **Create interactive web features, data visualizations, infographics, and web tools.** My work has generated millions of page views and coverage in the New York Times, Washington Post, Wall Street Journal, CNN, and other web, print, and TV outlets.
- **Highlights:**
 - **Coded and designed interactive web-based charting system** used by EPI and partner organizations to produce over 4,000 interactive charts and maps.
 - **Built web team** from one-person shop to team of developer, designer, associate, and director.
 - **Oversaw tenfold growth of social media audience** and 500% increase in email list subscribers using strategic partnerships, email campaigns, and list-building strategies.
 - **Built online analytics system** to track EPI content across platforms, including Google Analytics and Twitter, as well as media clips. Used internally for strategy and funders.
- **Provide trainings on best practices** in data visualization, charting, and research-based content strategy. Present on these and other design topics at public conferences.
- **Produce explainer videos** communicating complex economic policy ideas to a general audience. Manage production from script to shooting to editing, animation, and promotion.
- **Manage major web and multimedia projects** in coordination with internal staff, stakeholders, funders, and outside contractors. Recent projects have included a Data Library, an interactive Tax and Spending Explorer, and a video podcast series.

Web Manager • August 2010–March 2012

- **Served as lead developer**, building web products and developing design and content guidelines.
- **Built web production system for digital-first publications**, enabling organization to move all content production online.
- **Managed the design, development, and launch of the EPI Blog**, which now generates over two million page views each year.

Archive Ox

2020–Present

Chief Technology Officer

- **Served as lead front-end developer and UI designer** for new version of industry-leading archival database tool for documentary filmmakers
- **Used Vue 3, TypeScript, and Tailwind** to create new component architecture with testing

Illustrator

- Drew weekly cartoons for the Washington Post Magazine.
- Created graphics, editorial cartoons, animations, and cover art for Outlook, Style, the editorial page, and washingtonpost.com.
- Illustrated the children's book *Me & Dog*, published in 2014 by Simon & Schuster.

Education

Yale University • B.A. Degree in Philosophy, 2008

Clients

I have produced websites, graphics, illustrations, and videos for a range of clients. Here is a partial list:

Digital/web clients

- Simon & Schuster
- Yale University
- Coalition for a Prosperous America
- Nonprofit Professional Employees Union

Graphics/illustration clients

- Washington Post
- Oxford University Press
- MIT Press
- U.S. State Department
- Carnegie Institute for World Peace

Animation/video clients

- HBO Films
- Washington Post
- USA Network
- Association of American Universities

Skills and software

Web development

- JavaScript/TypeScript
- VueJS, Angular, React
- PHP/MySQL
- HTML5/CSS/SCSS/SVG
- MongoDB/NoSQL
- GraphQL
- Front-end frameworks (Bootstrap, Bulma, Tailwind, Foundation)
- Data visualization and charting frameworks, including D3 and Highcharts
- WordPress/WP-CLI
- Node.js/npm
- Git best practices
- Storybook
- MeteorJS
- Electron
- Docker

- Linux server management
- Build tools (Webpack, Rollup, Gulp, Browserify, Vite, Babel)
- Unit testing and integration testing (Jest, Cypress, QUnit, PHPUnit)
- Headless browser automation (PhantomJS, Puppeteer)
- REST APIs, both creating and using

Digital services

- Google Analytics (and API)
- Mailchimp (and API)
- Cloudflare
- BrowserStack
- Cision
- Social platforms and APIs: Facebook, Twitter, Instagram

Design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD for wireframing/UI design
- Cinema 4D for 3D modeling
- Procreate for digital illustration
- Canva

Video/animation

- Adobe Premiere
- After Effects for motion graphics and animation

Audio production

- Adobe Audition
- Apple Logic Pro