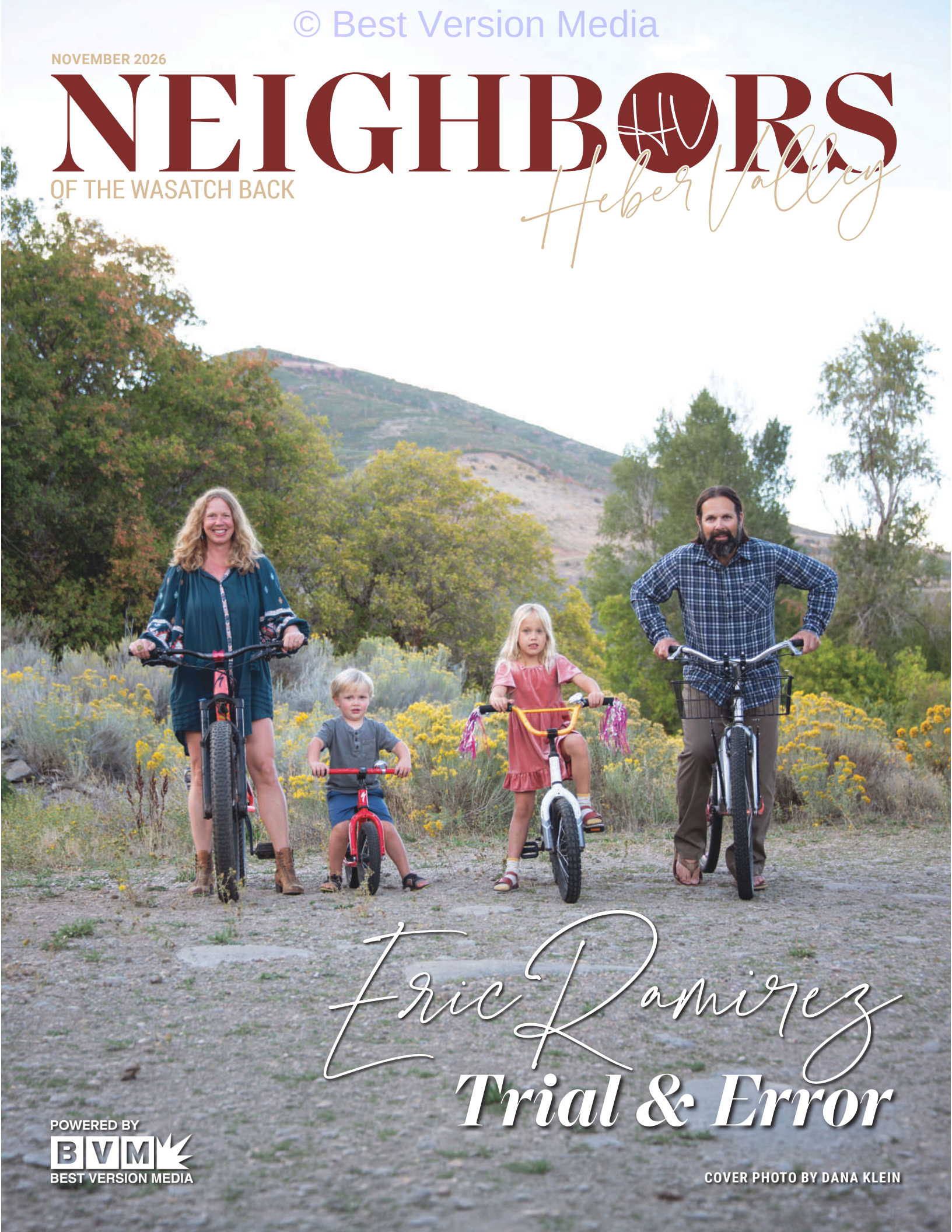
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NEIGHBORS

OF THE WASATCH BACK

Heber Valley



Eric Ramirez

Trial & Error

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BY RICHARD ELLIS • PHOTOGRAPHY BY DANA KLEIN



TRIAL & ERROR

On YouTube, Eric Ramirez turned step-by-step bike repairs into stories of components and their lives with riders. Today, his visual storytelling company, Lime Canyon Productions, tries to fill a similar gap in local brand marketing by creating depth where everyone expects shallowness.

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ERIC RAMIREZ WAS BECOMING A PROLIFIC STORYTELLER WHILE EVERYONE SAW HIM AS A PROFESSIONAL BIKE MECHANIC—HIMSELF INCLUDED. It started in 2009, when he used an iPhone to record himself installing a headset. He posted the clip to YouTube. "Before I knew it, it was monetized," he says. YouTube began to run ads on his videos and share the revenue with Eric.

Viewers gravitated to Eric because he turned step-by-step repairs into stories—of design and engineering choices and how both shape the life of a bike component and its rider. Eric didn't just bleed Shimano brakes on video; he delved into the problems that made frequent bleeds necessary, poked holes in Shimano's recommended process, and showed the audience a better way. Where viewers expected shallowness, Eric brought depth.

Today, Eric offers that skill set to businesses all over the Wasatch Back. His visual storytelling company, Lime Canyon Productions, uses cameras and drones not merely to capture "content" (a word we both loathe) but to uncover a founder's story, documentary-style.

His creative process reflects conscious trial and error. In fact, much of Eric's life—the highs and lows—has grown out of this experimental approach.

Born in Salt Lake City and raised in Park City, Eric spent his childhood taking devices apart and putting them back together. After saving up money from "slinging newspapers" and washing dishes at a restaurant in Prospector, Eric bought his first mountain bike in the early 1990s: a Trek Mountain Track 850 from Jans Mountain Outfitters. He pedaled a jeep road out of Park West (today, the Canyons side of Park City Mountain Resort). Soon, he discovered a proper singletrack: Sweeney Switchbacks.

Long before the bike needed repairs, Eric began disassembling and reassembling it, just to know how it





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worked. He treated English and philosophy, his favorite subjects growing up, the same way. To know what texts meant, Eric had to "pull apart the words," he explains. That aptitude made him want to write, a career option he didn't take seriously for more than two decades. It also led him to a job fixing rental bikes at White Pine Touring.

Legendary mechanics of Park City's mountain bike scene showed Eric the way. He eventually bounced from White Pine to Jans, where he worked alongside Chris Peters, now co-owner of Endurance Cycles. "He was excellent at working on bikes, and I modeled myself after him," Eric says.

To operate at Chris' level, Eric had to be willing to mess up: "And so, I started breaking stuff. You just start pushing the limits, so you get to where you want. I feel like that's the same thing with video work. There are a lot of people who are talented with cameras and editing these days. I see what I want and do the trial and error to get to that point."

Trial and error led Eric on some unpleasant excursions, too. There was his LDS mission to Tahiti, where he contracted dengue, a mosquito-borne illness. And there was his ill-fated career selling mortgages, which ended abruptly in 2008, with the market crashing and Eric bankrupt. That led him back to what he knew best—fixing bikes—with stints at Jans, Revolution Bicycles, Hangar 15, and Slim & Knobby's.

Thankfully, trial and error also brought love into Eric's life. In October 2014, he bought a new tent and wanted to test it in nasty weather before using it on a true winter expedition. Conveniently, an early snowstorm was due to hit the Wasatch. He backpacked up to White Pine Lake and came across a camp with two women roasting s'mores on a fire. "So, I just introduced myself





and shared a camp with them," he says.

One of the women, Karen, stayed up late, chatting with Eric. They might have continued longer if it hadn't been "snowing sideways," he recalls. Two-and-a-half weeks later, they went on their first date. The two married in 2016. Their daughter, Neva, was born in 2019, and their son, Remy, followed in 2022. Neva is like a butterfly, dancing and singing, light and airy. Remy is more like a sweet Stone Age frat boy: loud, tank-like in his motions, and always dragging something around.

When I first met Eric in 2019, he was working at Slim & Knobby's and writing for Heber Valley Life. "A long-term dream of mine was to write," says Eric. "Writing articles in local magazines was probably the way I was going to get into that."

Meanwhile, Eric and Karen were trying to start their family, and a career fixing bikes felt precarious. "The industry really does not support the people who keep it going, and that's the big problem," Eric explains. "Shop owners can barely afford to pay their staff a decent wage, and most have a day job."

To gain flexibility, Eric started a one-man bike repair shop, Insight Bike Works, out of his Heber City garage. Simultaneously, he began to land more writing gigs, first with Cycling West and then here in Neighbors.

In the shop, Eric recognized that trial and error could fix a bike, but not the lack of thought in its design. He likewise saw the shallowness of social media, the world's main channel for storytelling, as a design flaw. Magazines became his platform to test a contrarian alternative: depth.

In 2024, Eric's GoPro broke. He'd been using it to film bike repairs; the iPhone had its limits. When Eric realized he could get a drone for less than a new GoPro, he bought one as an


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experiment. He began to shoot whatever he could, including his niece's wedding, just to develop the skill set, unsure of where it would lead. His first paid drone job came from High Valley Transit in May 2025.

Eric named his new business Lime Canyon Productions, after a canyon in Midway. The business would combine his interview abilities, honed while writing magazine articles, with his new videography skills.

As projects came in, Eric started to fine-tune his flagship product: the founder story. It digs into the origins and spirit of a business through face-to-face interviews with the owner alongside more dynamic shots, often captured by drone. Eric has now filmed founder stories for Curio Collective, Summit Watches, and arborist Owen Wild of Rocky Mountain Treecraft.

Lime Canyon Productions, like Eric's writing, rejects the "content creator" approach to cheap, mass-produced social media. "Why would I contribute to the problem?" he asks. "If, instead, I can share a story that means something to somebody, that is worthwhile. And if people see it on the internet or on social media and they stop, they look, and they think, 'I want to know more about that person,' that has value to society."

Eric's founder stories are mini-documentaries and a middle finger to shallowness. Through trial and error, he plans to go deeper, into feature-length documentaries. "I'm the kind of person who feels like you can't stop learning. You can't ever be content with where you are. So, that's the driving principle behind all the stuff I do, whether it's a hobby or not."

Where else might Eric focus that trial-and-error approach?

"I don't know," he says, pondering the options. "Being a dad."