

Ivy Ellis

- UX/UI/PRODUCT DESIGNER -
Alexandria, VA - Tel: 202.803.0126
<https://ivyellis.com> - ilellis85@gmail.com

Summary

Engager of end-users through visual design and behavioral analysis. A leader of digital design and corporate branding, with a passion for creating usable and beautiful experiences. I am a creative problems solver with extensive experience collaborating with developers, marketing and product managers to create innovative designs and functionality to digital products.

EDUCATION

B.A. Communication Media | Aug 2004 - May 2008
North Carolina State University
Business Administration, 15 credit hours.

Web Development and Design Cert | June 2009
Georgetown University

Eye Tracking Training | 2012
George Mason University

APPLICATIONS

- Invision
- Adobe Creative Suite
- Axure
- Jira
- Wordpress
- Microsoft Office Suite
- Tableau
- Confluence

SKILLS

- | | | |
|-------------|-----------|--------------------------|
| Photoshop | ● ● ● ● ● | Additional Skills |
| Illustrator | ● ● ● ● ● | • Leading projects |
| InDesign | ● ● ● ● ● | • Operations and process |
| HTML&CSS | ● ● ● ● ● | • User focused design |
| Axure | ● ● ● ● ● | • Data driven design |
| | | • UI Design |
| | | • Sketching |
| | | • Wireframing |

EXPERIENCE

UX/UI Designer | Jan 2018 - Present
SOLUTIONS BY DESIGN II

As a key experience designer, I worked alongside Product Management, Development and User Engagement teams in a fast-paced Agile/Scrum environment to design a innovative and highly user-focused web application for a top-tier federal healthcare client from project creation to a fully designed and fully functional product.

- Presented and defended design concepts and deliverables to teams and executive level stakeholders through in-person and remote presentations as well as detailed and easily understood documentation
- Lead the creation and direction of design system to ensure product consistence across multiple domains
- Collaborated with product management, data, development, user engagement and product owners to define goals, features and vision of product
- Produced deliverables within 3 week sprints
- Plan and scope design work in collaboration with teams and product owner for each program increment
- Started project from scratch to a functioning product
- Lead user research/discovery sessions to inform designs
- Conducted usability testing sessions to validate designs
- Mentored a team of designers
- Created wireframes, sketches, user flows, user scenarios and personas using Axure
- Created custom graphics using Photoshop
- Performed detailed quality reviews of the developed application to ensure fidelity to wireframes

Lead UI Designer | July 2016 - Jan 2018
CareJourney / Equate Analytics

Worked with data and engineering teams to create more appealing and functional applications and websites for users, increasing user traffic by 300%.

- Increased Equate's online conversion rates by 23%
- Designed data driven healthcare analytics application using the Tableau platform
- Conducted user and a/b testing to validate design decisions
- Created scripts for user testing and analyze customer and prospect feedback on product usability, referral statistics and internal data

UI Designer | Jan 2014 - July 2016

The Teaching Company

Developed numerous marketing programs (email, logos, infographics presentations and web and social advertisements) increasing customer conversions by a minimum 40%.

- Oversaw they day to day operations of designs while leading junior designers
- Led rebranding initiatives for digital marketing campaigns for digital continuing education including email, banner and social ads using Photoshop and Illustrator
- Developed visual consistency across marketing channels by creating a digital brand style guide
- Implemented new technologies and design strategies for increasing email marketing response and revenue

UX Designer | Feb 2013 - Nov 2013

Symplicity Corporation

- Collaborated to define user interface requirements using best practices and industry innovations
- Produced sketches, workflow diagrams, wireframes and mock-ups
- Designed marketing collateral for company tradeshow

Web Designer | April 2011 - Feb 2013

Gannett Healthcare Group

- Led user focused email promos that resulted in a 70% increase in sales via direct email marketing
- Collaborated with marketers, developers, editorial and sales teams to employ a consistently high standard of user-centered design.
- Recommended and consulted with internal client on most promising designs based on their marketing goals