

# Elise Ivory

Arizona-based UX/UI designer & developer, building workable, data-driven, personalized products one human at a time.

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## EXPERIENCE

### Credit Innovation Group— Developer & UX/UI Designer

September 2020 - Current

- Conducting UX research methodologies
- Collaborating with the marketing team and internal designers to create custom-made experiences for users
- Adhering to and building upon existing brand standards for typography and graphic design
- Producing high-quality UX design solutions through wireframes, visual designs, flow diagrams, storyboards, and site maps
- Preparing and presenting drafts to internal marketing team
- Designing UI elements and tools such as navigation menus, search boxes, tabs, and widgets for CIG's digital assets (mobile and desktop)
- Developing digital assets (mobile and desktop)
- Testing UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages
- Optimizing web pages for speed and scalability
- Testing user activities in order to analyze user behavior
- Identifying and correcting problems uncovered through testing and customer feedback
- Synthesizing and presenting research findings to marketing team and clients
- Presenting final product to team and clients

### DesignLab— Group Critique Facilitator

September 2021 - Present

- Welcoming new students to weekly group discussions
- Fostering a safe space for students to present and collaborate on current projects
- Encouraging student participation and provide focus/guidance within the group
- Providing information on UX design principles and methodologies
- Sharing UX resources within each group discussion

## SKILLS

### Design:

Mobile/Web UX Design  
User Interface Design  
Wireframing  
Prototyping  
Style Tiles  
Brand Guidelines  
Graphic Design

### Research:

User Interviews  
Market Research  
Usability Testing  
Competitive Analysis  
Surveys  
Personas  
Sitemaps  
User/Task Flows

### Web Development:

Front End

### Communication & Management

### Tools:

Sketch  
Figma  
Photoshop  
Illustrator  
Adobe XD  
Premiere  
InVision  
Zeplin  
Marvel POP  
WordPress

Squarespace

Google Docs

## **HFB Technologies— *Lead Developer & UX/UI Designer***

June 2020 - September 2020

- Conceptualized creative ideas with clients
- Conducted market and competitive research
- Synthesized and presented research findings to clients
- Established design guidelines, standards, and best practices with team
- Brainstormed structure and design of web pages
- Communicated design ideas using user flows, site maps, and wireframes
- Prepared and presented rough drafts to internal teams
- Directed team members to produce content
- Developed responsive web design
- Incorporated functionalities and features into websites to enhance user experience
- Optimized web pages for speed and scalability
- Maintained brand consistency throughout the design process
- Presented website structure to team and clients
- Conducted usability testing
- Identified and corrected problems uncovered through testing and customer feedback
- Managed development team in house and overseas

### **LANGUAGES**

English

## **Freelance— *UX/UI Designer***

October 2019 - June 2020

### **PROJECTS:**

#### ● **Mirror — *Responsive E-commerce Website***

October 2019 - November 2019

- Designed a responsive e-commerce website with updated branding-- allowing customers to browse online products using a comprehensive filter
- Led the research phase conducting market research, user interviews, and synthesizing research findings
- Designed and iterated solutions based on research
- Designed prototype and completed usability testing with unknown participants
- Managed complete design process and presentations to stakeholders

#### ● **Edge of The World Brewery — *Responsive Website***

November 2019 - December 2019

- Designed a responsive website for a local brewery

- Designed a series of pages allowing customers to browse brewery menu items, view the location, and RSVP to upcoming events
- Provided an avenue for the Client to connect with customers beyond social media
- Managed complete design process and final presentation to stakeholders

- **Spotify— Integrating a Mobile Feature**

December 2019 - January 2020

- Seamlessly integrated a new social feature within Spotify's existing mobile UI
- Completed a heuristic analysis to understand Spotify's existing UI
- Conducted individual and group brainstorming exercises to identify solutions
- Designed icons and symbols that aligned with Spotify's brand and customer experience
- Managed complete design process and final presentation to stakeholders

- **Bhuku— End-to-End Mobile Application**

January 2020 - February 2020

- Designed an end-to-end mobile book cataloging application
- Designed a platform for users to track reading history while connecting with other users
- Established branding for the client including their logo, color scheme, icons, and typography
- Managed complete design process and final presentation to stakeholders

## PREVIOUS EXPERIENCE

### **Masada Charter School— JH SPED Supervisor**

September 2010 - May 2017

- Developed Individualized Education Programs for students
- Assessed students skills to determine their needs/ develop teaching plans
- Created lesson plans
- Planned, organized, and assigned activities for students with special needs
- Taught and mentored students as a class, in small groups, and 1-1
- Implemented IEP's, assessed students performance, and tracked student progress
- Supervised team of teacher assistants and paraprofessionals
- Assisted students transitioning from Junior High to Highschool

- Mediated discussions among parents, students, teachers, and administration

### **Amazon— FBA Seller**

April 2015 - January 2018

- Partial owner/ Operator of online FBA seller business
- Produced 2016 sales in excess of \$500,000
- Sourced U.S. and Chinese suppliers for merchandise
- Negotiated product pricing
- Researched product selection and development
- Selected/implemented inventory management software
- Developed pricing strategies
- Educated in retail laws/ regulations
- Inspected quality of incoming product
- Managed weekly shipments into Amazon Warehousing

### **Village Capital & Investment— LO Assistant**

February 2018 - August 2019

- Advocated on behalf of homeowners through the mortgage streamline and loan modification process
- Advocated on behalf of homeowners through the process of credit card settlements and settlements of 2nd mortgages
- Coordinated, managed, and monitored borrower files
- Analyzed and evaluated clients financial analysis including tax returns, social security numbers, bank statements, and other sensitive information
- Maintained professional relations with borrowers and bank specialists
- Maintained effective communication with all parties involved in a new loan application including the customer, loan officer, processor, home/flood insurance agent, and lender to ensure a positive refinancing experience
- Prepared and maintained spreadsheet reports to track team productivity
- Handled a high volume of incoming calls/emails from clients and mortgage bank representatives
- Obtained all documentation (conditions) to complete loan closing
- Assisted 2 senior loan officers to achieve top ranking while supporting junior loan officers with pipeline management
- Trained and managed additional loan officer assistants

**UX/UI Portfolio**

**<https://www.eliseivorydesigns.com/>**

**WordPress Builds**

<https://creditinnovationgroup.com/>

<https://foodprepUSA.com/>

<https://thebestinmanteca.com/>

<https://wgsgroup.net/>

<https://crumpinsuranceagency.com/>

<https://bsuoffcampus.com/>

<https://yourmichiganlegal.com/>

<https://ecleantechnologies.com/>

## EDUCATION

### **DesignLab — UX/UI Certificate**

August 2019 - February 2020

### **Western Governors University — BA of Special Education and Teaching**

January 2015 - August 2017

### **Mohave Community College — Associates in Liberal Arts**

September 2010 - May 2012