

Elise Richey

## Senior UI/UX Designer

(415) 622-5560

[elisesprite@gmail.com](mailto:elisesprite@gmail.com)

**Portfolio: [signaturegrey.com](http://signaturegrey.com)**

Years of user behavior research experience translating into highly functional product design.

Sketch	-	InVision	-	Figma	-	UX/UI Design
UX Research	-	Branding and Style Guides	-	Adobe Suite	-	
HTML / CSS	-	Component Design	-	Analytics & Research	-	

### WORK EXPERIENCE

Senior UI/UX Designer - Coterie Insurance

05/2021 - present

- Develop low and hi-fidelity prototyping with InVision and Sketch
- Gather data and translate customer challenges into product opportunities
- Crafting and conducting user testing, then synthesizing results to drive design decisions
- Implement UX review process, webinars and Maze tools
- A/B testing with launch darkly, tracking best practices for the design team
- Establish and maintain the design system management (DSM) and copy standards
- Mentor junior designers and on-boarding training
- Working successfully in an Agile environment, presenting in refinement and updating Jira

UI/UX Designer - Renown

04/2019 - 05/2021

- Develop high-fidelity prototyping with InVision and Sketch
- Conduct stakeholder and competitive analysis to align marketing, design and IT goals
- Art direction for style consistency and brand standards
- Increase conversions and engagement
- Digital accessibility champion and trainer

UI/UX Designer - Caesars Entertainment

02/2017 - 04/2019

- Design and prototype apps and new responsive websites with Sketch and InVision
- Created style guides for the brand management of over 30 properties and websites
- Pitch designs and new features to C-Suite
- Rapid prototypes and interactive maps
- High and low fidelity wireframes

*Product Designer - Workin.com*

11/2015 - 12/2016

- Lead designer on the redesign project, increasing revenue **300%** on launch
- UX Lead to improve the user experience related to core functionality and new features
- Analyzed user flow and existing code for improvements needed to increase revenue
- Developed responsive design code based and updated syntax

*UX/UI Developer – Various Contracts*

12/2011 - 12/2015

- Fast paced agency environment working on various contracts and websites
- Pixel perfect comps to production with HTML and CSS
- Wordpress theme development
- Woocommerce

*Web Developer – Nordstrom*

12/2008 - 8/2010

- Web development for special projects, including mobile and responsive websites

*Associate Web Designer – Seattle Times*

8/2004 - 12/2008

- Newsroom web developer working in PHP, HTML, CSS - Special Projects and Production

## **EDUCATION**

*City College San Francisco*

2014

Web Development Certificate

*Mission College, Santa Clara*

2010

Studies in Computer Science and Graphic Design