

Elise Richey
Senior UI/UX Designer

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elisesprite@gmail.com

Portfolio: signaturegrey.com

Experienced in all areas of product design including user research, analysis, visual design, and interactive prototyping.

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

WORK EXPERIENCE

Senior UI/UX Designer

Coterie Insurance | Insuretech API & React

05/2021 - 05/2022

- Translate business goals into user flows, wireframes, mock-ups, and web app prototypes (low and high fidelity) that lead to intuitive and interactive user experiences
- Implement entire UX stack including review process, presentations and all UX tools including Maze, Hotjar and Analytics
- Crafting and conducting user interviews and testing, then synthesizing results to drive design
- A/B testing and tracking best practices for the design team
- Establish and maintain the design system (DSM) and translate designs to engineering
- Present on digital accessibility including screen readers, contrast, forms and best practices
- Mentor associate designers and lead their on-boarding
- Working successfully in an Agile/Jira environment

UI/UX Designer

Renown Health | Hospital Healthcare and Insurance Division

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 - 12 month contract

11/2015 - 11/2016

- 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

FURTHER EXPERIENCE

Web Developer - Agency	12/2011 - 11/2015
Web Developer – Nordstrom	12/2008 - 8/2010
Associate Web Designer – Seattle Times	8/2004 - 12/2008
Underwriting Systems Support – MetLife	3/2002 - 8/2004

EDUCATION

City College San Francisco Web Development Certificate	2014
Mission College, Santa Clara Studies in Computer Science and Graphic Design	2010