

ELISE RICHEY

Senior UI/UX Designer

[Portfolio](#) | [Linkedin](#)

Senior UI/UX designer with over 10 years of experience in product design including user research, visual design, development, and interactive prototyping.

CONTACT

Tel. (415) 622-5560
elisesprite@gmail.com

SKILLSET

Figma, InVision, Sketch, Zeplin, UI/UX Design, Analytics and Research, Branding and Style Guides, Adobe Suite, HTML5, CSS3, React, Miro, Git, Component Design, DSM, Jira, Analytics, Responsive Design, Web Apps, Desktop & Mobile, Wireframing, Scrum, Agile, Dev Handoff

EDUCATION

Truckee Meadows College
Web & User Interface
City College San Francisco
Web Development Cert.

CERTIFICATIONS

Heap Analytics
Google Analytics
Accessible Documentation - WebAim

EXPERIENCE

UX Designer III

June 2022 - Present

Grange Insurance

- Design end-to-end experiences from wireframes to high-fidelity responsive web and mobile apps in Figma
- Update Legacy Sketch files and invision documentation
- Lead design activities such as journey mapping, interviews, co-design sessions, prototyping, design critique, and user testing
- Own and maintain the design library, creating patterns and re-usable components.
- Research, conceive, design, prototype, validate, execute, and iterate on designs
- Lead design on accessibility and development adhering to WCAG best practices, 508 compliance and accessible documents

Senior UI/UX Designer

May 2021 - May 2022

Coterie Insurance

- Principal designer on agent dashboard projects and quote flow systems
- Lead and mentor the product design team to build SaaS product experiences through Agile methodologies
- Conducted user interviews and A/B testing to synthesize results into design decisions
- Establish and maintain the design system (DSM) and translate designs to UI engineering
- Collaborate with product, engineering, and other stakeholders throughout the product development process
- Interim UX Design Manager creating the stack from the ground up including user testing, Maze, Hotjar, review schedule, and data tracking to translate back to UI design improvements
- Present on digital accessibility including screen readers, contrast, forms, and best practices

Digital UI/UX Designer

April 2019 - May 2021

Renown Health Hospital

- Design high-fidelity prototypes with InVision, Figma, and Sketch for the healthcare industry
- Conduct competitive analysis to align Marketing, Design, and IT goals for insurance and health services
- Art direction for style consistency and brand standards
- Increase conversions and engagement through analytics and research
- Digital accessibility lead and trainer
- Lead technical contact for all web and digital asset projects

UI/UX Designer Developer

February 2017 - April 2019

Caesars Entertainment

- Design and prototype apps and new responsive websites with Sketch and InVision
- Created style guides for the brand management of over 30 properties
- Pitch designs and new features to C-Suite and stakeholders
- Rapid prototypes and interactive maps
- Web development (front end)
- High and low fidelity wireframes
- ADA compliance and WCAG professional services

Product Designer/Developer - 12 month contract

November 2015 - November 2016

Workin.com

- Increased revenue 300% with the redesign, responsible for design to development
- UX Lead to improve the user experience related to core functionality and new features through user flow analysis

Web Developer

November 2011 - November 2015

Agency Work

- Fast-paced agency environment working on various contracts and websites. Experience at Nordstrom.com, Seattle Times, and Silicon Valley Startups