ELISE RICHEY

Senior Product Designer

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

PROFILE

Specializing in all areas of product design including research, interface design, and prototyping.

SKILLSET

Figma, UI/UX Design, DesignOps, Analytics and Research, Branding and Style Guides, Adobe Suite, Photoshop, Illustrator, HTML, CSS, Flexbox, React, Miro, Component Design, DSM (Design System Management), Responsive Design, Web Apps, Desktop & Mobile, Wireframes, Dev Handoff, Scrum, Agile

EXPERIENCE

Senior Product Designer - Contract Temp   06/2022 - Present

Grange Insurance

- Design end-to-end experiences from wireframes to high-fidelity responsive web and mobile apps in Figma
- Lead design activities such as journey mapping, interviews, design sessions, prototyping, design critique, user testing and presenting to stake holders
- Lead for design sprints, epics, features and workload management in an Agile environment
- Own and maintain the design system, creating patterns and re-usable components
- Identify business metrics and roadmap opportunities for products
- Champion for accessiblility adhering to WCAG best practices

Senior Product Designer   05/2021 - 05/2022

Coterie Insurance

- Interim manager of user experience - growing the team from green to mature UX stack
- Collaborate with product, engineering, and other stakeholders throughout product development
- Mentor and lead the product design team to build SaaS product experiences
- 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
- Senior product designer on agent dashboard projects and quote flow systems
- Crafting and conducting user interviews and testing to drive design decisions
- A/B testing and tracking best practices for the design team
- Establish and maintain the design system (DSM) and translate designs to engineering

Digital UI/UX Designer   04/2019 - 05/2021

Renown Health Hospital

- Design high-fidelity prototyping with InVision, Figma, 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 through analytics and research
- Digital accessibility lead and trainer
- Lead technical contact for all web and digital asset projects

UI/UX Technical Designer   02/2017 - 04/2019

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 and websites
- Pitch designs and new features to C-Suite and stakeholders
- Rapid prototypes and interactive maps
- Front end development (HTML, CSS, Git, AWS)
- High and low fidelity wireframes
- ADA compliance and WCAG professional services

PREVIOUS EXPERIENCE IN WEB DEVELOPMENT

Open Marketing San Francisco - Web Developer

Nordstrom.com - Web Developer

Seattle Times - Associate Web Developer

EDUCATION

Truckee Meadows College

Associate of Arts - Graphic, Web and User Interface Design   2023

City College San Francisco   2014

Web Development Certificate

CERTIFICATIONS

W3C Web Accessibility   2023

Heap Analytics Certification   2021

Google Analytics Certification   2019

Creating Accessible Documentation - Utah State WebAim   2019