

ELAINE KELLER

A NATURAL PROBLEM SOLVER WITH STRONG
PASSION FOR SIMPLIFYING COMPLEXITY

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www.elaineck.com

EDUCATION

MFADT MASTER IN FINE ARTS DESIGN & TECHNOLOGY

Parsons School of Design, 2003

ARCHITECTURE

National University of Mexico UNAM, 2001

CERTIFICATIONS

PROFESSIONAL CERTIFICATE IN CODING - FULL STACK DEVELOPMENT WITH MERN

MIT Professional Education

Currently developing capstone project.
Course intended to understand the
developer's ecosystem and design system
and to produce live prototypes.

CSS AND RESPONSIVE WEB DESIGN

Multiple courses on Udemy

A committed lifelong learner, I regularly take
courses to ensure my skills remain up to date.

GOOGLE AD WORDS CERTIFICATION

Google platform

I took the course to understand the small
business marketing journey.

A values-driven, seasoned Senior User Experience Designer with 20 years of experience.

Adaptable to embracing changing environments or requirements while maintaining a
positive, problem-solving attitude under pressure.

An empathetic, active listener, strategic thinker, and collaborative team player.

A gritty determination, passion, and perseverance to address user needs, meet business
goals, and get the job done.

EXPERIENCE

Jun 2021
Dec 2022

DEALERWARE

UX Manager | Austin

Hands-on UX manager focused on collaborative co-creation of product features.

- Managed a team of two product designers
- Ensured my team's success by promoting cross-department collaboration, design-driven workshops, and visibility on my team members' initiatives and strengths
- Design system maturity and reusable components
- Promoting on-site customer research sessions
- Led Dashboard and Insights short and long-term design

Jun 2017
May 2021

FABRICA COLLECTIVE

Co-Founder Experience Design | New York

- Manage client relations related to design and UX.
- Led product design and development, grounded in data.
- Recruited, managed, and mentored designers and front-end developers for Fabrica's clients.
- Directed designers to ensure successful product execution.
- Mentored my team to improve digital skill development and templates to result in long-term client success.
- Delivered increased business growth and sales for Fabrica clients.
- 100% client retention.

Jan 2016
Jan 2019

PUNTDIT CLUB

Founding Product Designer | New York

- Part of Pundit Club's core team for a soccer chat and predictions app.
- Led multi-market user research.
- Responsible for management and development of UX and the app's design.
- Managed communication with engineering and design teams.

Jun 2014
Dec 2015

ALPHABET INC.

Interaction Designer Level IV | New York

Product: Double Click for Publishers (DFP)

- Led interaction design efforts for several initiatives on DFP products, including native ads and live video ads.
- Collaborated with UX researchers, engineers, and project managers to create each product, meet user and business requirements within deadlines.
- Presented to larger Doubleclick teams critical milestones to get approvals and manage product expectations.

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May 2012 Jun 2014 **MCCANN ERICKSON** Experience Design Lead | New York

Clients: American Airlines, Food Network, General Mills, Merck, Coca Cola

- Recruited by CXO as the first team hire for the Experience Design Practice with a remit to integrate UX into the traditional advertising team structure.
- Conducted interviews and workshops to develop consumer journeys that informed and improved client brands' communication strategies and campaigns.
- Close collaboration with the strategy, social, creative, and engineering teams to develop effective digital strategies and products.

Aug 2010 May 2012 **ADOBE INC.** Senior User Experience Designer | New York

Clients: TMobile, Paychex, i3Cube, US Healthcare Department

- Created modular and scalable demos and solutions for enterprise clients integrating complex processes, salesforce-type applications, and Adobe products.
- Developed several stages of i3Cube, a clinical trial application that provides medical and scientific research information with multiple user views.
- Part of the core group to create a demo for the US government conceptualizing HBE, Health Benefit Exchange, an integrated solution to help citizens find the health insurance that best fits their needs in a single intuitive environment
- Created a modular and scalable solution to increase efficiency and reduce call time for the care reps at TMobile's call center services.

Feb 2007 Aug 2010 **SAPIENT CORP.** Manager Information Architect | New York

Clients: WSJ, MarketWatch, Rolling Stone, Scripps Networks, DIRECTV, John Deere, General Motors, State Street Global Advisors

- Lead information architect with a SME role in Media & Publishing. Ranked among creative managers in the top 5-15% across the Sapiient bulls team.
- Collaborated with business consultants, stakeholders, creative and developer teams in an agile environment.
- Developed key assets for strategy workshops, requirement gatherings, quantitative and qualitative user research.
- Developed wireframes, flows, design pattern libraries detailing interaction, rules, and system flows.

May 2005 Feb 2007 **R/GA** Interaction Designer | New York

Clients: Lowes, SC Johnson, Target, Johnson & Johnson, Computer Associates

- Lead interaction designer for the SC Johnson account.
- Refreshed websites across multiple categories, from skincare to house care products, that resulted in multibillion dollar revenue growth.
- Day to day activities included - developing conceptual proposals, campaign ideation, design boards, wireframes and flows.

Aug 2003 May 2005 **FREELANCE** Designer - Website builder | New York

Clients: Devi Kroell, Rene Pape, Deesh Designs, Carol Cohen Jewelry

- Developed a visual identity and coded the websites for businesses and artists.
- Designed and developed e-commerce website for Devi Kroell for 6 seasons.

Summer 2002 **VIZRT** Data Visualization designer | New York

- Part of a team that developed a visual color-coding system and iconography to organize the databases at the New York Stock exchange.

LANGUAGES

English (fluent, spoken & written)
Spanish (fluent, spoken & written)
Italian (spoken)

SKILLS

Leadership

Collaboration

Critical Thinking

UX Design (Sketch, illustrator)

Rapid Ideation and Prototyping

User Research and Testing

Visual Design

CSS and Front End Coding