ELIZABETH WHITE UX/UI DESIGNER

PROFILE

UX/UI designer, consultant, and leader in business strategy and client communications. I drive product vision and IT strategy for Fortune 500 companies and leading international organizations and create thoughtful user experiences by collaborating with stakeholders at all levels and engaging with real users. Highly skilled in analyzing qualitative and quantitative research to align customer needs with business goals.

EXPERIENCE

Senior UX Analyst

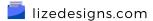
Enterprise Knowledge, LLC, Remote | Nov 2020 - Present

- Served as project manager of a KM Strategy and Search Workshop engagement for Adobe Inc. Led UX research, interviews, benchmarking, and development of a KM roadmap and plan.
- Led user research efforts with Walmart US Learning subject matter experts to capture system build requirements and developed high-fidelity wireframes that articulated user needs to the Walmart and EK development teams.
- Facilitated workshops and collaborative design sessions with the European Central Bank (ECB) staff to identify user needs and explore desired features and functionalities for the design of the Bank's enterprise search. Designed high-fidelity wireframes of action-oriented results with prioritized metadata fields. Conducted market research and requirements analysis to provide taxonomy management system and enterprise search vendor recommendations.

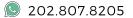
Pro Bono UX/UI Designer

U.S. Digital Response, Remote | Oct 2020 - May 2021

 Created strategic plan, designed copy and UI, and developed Wordpress website and survey form for a housing nonprofit providing support for individuals facing eviction as a result of COVID-19, saving over 4,000 people from becoming homeless.







UX METHODS

Design thinking
Agile/scrum
User research
Information architecture
Rapid prototyping
Competitive analysis
Wireframing
Heuristic evaluations
Accessibility reviews
Mockups
User flows
Customer journey mapping
Usability testing
UI audits

TOOLS

Adobe CC
Mural.co
Miro
Drupal
JIRA
Balsamiq
Figma
Trello
HTML5/CSS
Google Analytics

EDUCATION

International MBA

IE Business School (Spain) Conc. in Entrepreneurship and Social Innovation Sep 2015 - Jul 2016

BA, Political Science

Wake Forest University Aug 2006 - May 2010

UX/UI Designer & Strategist

Freelance, Remote | Jul 2020 - November 2020

 Conducted UX audits and mapped user flows to identify areas of improvement, provided recommendations on content strategy and information architecture for various social impact websites. Served as project manager using design thinking and agile methodologies to conduct user research and testing, wireframe and prototype websites, mobile apps, and chatbots for local startups and DC government.

Project Manager

British Council USA, Washington. DC | Apr 2018 - Mar 2019

- Collaborated with local nonprofits and launched initiative to train 100 underrepresented youth leaders on human-centered design thinking approaches to address community challenges.
- Monitored and managed sub-grant finances, programming, and reporting for Active Citizens USA.

Business Strategy Consultant

Amadeus IT Group, Madrid, Spain | Feb 2016 - Jul 2016

 Conducted user interviews and research; designed business platform and tools to improve cross-cultural communications and interdepartmental collaboration using design thinking methodologies.

Acting Deputy Director/Program Assistant

The Wilson Center, Washington, DC | Jul 2012 - Aug 2015

- Engaged with developers to design an online mentoring platform to support emerging women leaders.
- Worked with advisory board to develop three-year strategic plan for high-level multi-stakeholder program.

Consultant

Peace Corps, Palacios, El Salvador | Jul 2011 - Mar 2012

- Conducted qualitative and quantitative research and analysis to identify needs of the rural community.
- Collaborated with local health clinicians to design health curricula for adolescents and senior citizens.
- Member of National Peace Corp Gender & Development Committee to promote gender equality.

CERTIFICATIONS

Project Management Professional, Project
Management Institute, Sep 2021

Certified Knowledge Specialist for Agile and Design Thinking, KM Institute. Mar 2021

Certified Scrum Product Owner, Scrum Alliance, Dec 2020

UX/UI Design Immersive Program, General Assembly,
May 2020

INTERPERSONAL SKILLS

Workshop facilitation
Client communications
Community engagement
Public speaking
Project management
Remote teamwork
Collaboration
Active listening
Resourcefulness
Adaptability

LEADERSHIP

President, DC Chapter Wake Network of Women Sep 2018 - Present

US/UK Delegate World Bank Youth Summit Dec 2018

LANGUAGES

English (native)
Spanish (full professional proficiency)