


# ELIZABETH WHITE

## UX/UI DESIGNER

 lizedesigns.com

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 202.807.8205

### 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)