

Helena Elliott

Product Designer

Vancouver, BC, Canada

Email: hello@helenaelliott.design

Portfolio: www.helenaelliott.design

LinkedIn: www.linkedin.com/in/helenaelliott

EXPERIENCE

Apr 2024 – Present

Product Designer

Freelance, Vancouver

End-to-end website design for local Vancouver clients, including a travel guide business and mobile care services company.

Jun 2022 – Jan 2024

User Experience Design Student

Designlab, Remote/Vancouver

Developed a diverse portfolio of user-centred projects through 480+ hours of coursework, including a feature addition to the Netflix mobile app, a responsive redesign of Amtrak's website, and a new AI-powered study app concept.

Mar 2020 – Mar 2024

Customer Experience Designer & Digital Marketing Coordinator

ILAC, Vancouver

Identified pain points in the customer journey through surveys, analytics and customer service touchpoints, and pioneered several enhancement projects including:

- a Knowledge Base with 43 categorized starter articles to enhance accessible support services and customer success;
- a company blog, managing a team of 20+ creators in posting weekly content, conducting keyword research and SEO management;
- the migration of an outdated offline services request framework to an online ordering system, in collaboration with web developers;
- the initial revamp then ongoing maintenance of accessible web content, copy, customer service templates, Knowledge Base articles and blog posts.

EDUCATION

2013 - 2016

BSc Experimental Psychology & Philosophy (with honours)

University of Bristol, United Kingdom

SKILLS

Technical & Software

HTML5, CSS, Figma, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Microsoft Office, WordPress, Wix Studio Editor, Squarespace, Visual Studio Code, SEO

Design

User interviews, surveys, personas, journey mapping, affinity diagrams, sitemap design, card sorting studies, user and task flows, storyboarding, branding, UI component kits, wireframes, high-fidelity prototyping, copywriting, content design, graphic design