

# Helena Elliott

**CX/UX Designer** Surrey/London, UK

[www.helenaelliott.design](http://www.helenaelliott.design) | [in/helenaelliott/](https://in/helenaelliott/)

People-focused designer with 4+ years of professional experience optimizing CX and marketing initiatives. Enhanced by 1 year of dedicated UX design training and client work, which builds upon a foundation in people-facing roles. Proven ability to map customer journeys and develop user-centric solutions that enhance customer satisfaction.

## Recent Experience & Training

### Freelance Web & Content Designer

*Dec 2024 – Apr 2025 | Freelance, Vancouver*

- Designed and built end-to-end websites for small business clients in Vancouver; including building e-commerce solutions, writing website copy and market research with pricing strategies.
- Provided marketing assistance including SEO, content strategy and social media visuals/copy.

### UX/UI Design Bootcamp Course

*Jul 2024 – Nov 2024 | Designlab, Vancouver*

- Designed three end-to-end digital products, including an AI-powered study app, a feature concept for Netflix, and a modernised redesign of Amtrak's site.
- Led the full process from research to prototyping and testing—gaining a strong grasp of UX strategy, user flows, visual design systems, and human-centred thinking.
- Found a passion for translating complex ideas into user flows, high-fidelity prototypes, and scalable design systems—creating clean, modern UIs grounded in user needs.

### Customer Experience & Marketing Coordinator

*Mar 2020 – Jun 2024 | ILAC, Vancouver, Canada*

- Responsible for improving the customer journey across digital and in-person touchpoints, reducing friction and enhancing satisfaction for thousands of users navigating high-stakes exam services.
- Designed, wrote and structured a self-service Help Centre (40+ articles), mapping content categories based on customer flows and common queries, reducing inquiries by 40% while sustaining conversions.
- Collaborated with web developers to roll out e-commerce features for post-exam services, shaping feature requirements based on common user pain points.
- Led content strategy across platforms, managing calendars, creating blog and social content, and supervising a team of 10+ freelance writers with SEO-focused briefs.
- Analysed ad performance (Meta, Google) and ran A/B tests to optimise for high-impact metrics.
- Organised monthly community events and workshops, converting 60%+ of attendees into customers.

## Earlier Experience

### ESL Teacher

*Mar 2018 – Dec 2019 | VUS, Ho Chi Minh City, Vietnam*

### People Development Assistant

*Jun 2017 – Dec 2017 | ICD Property, Melbourne, Australia*

### Account Executive Intern

*Feb 2017 – Mar 2017 | HAVAS Melbourne, Australia*

## Skills & Proficiencies

**User-Centric Design:** User research (interviews, surveys); customer journey mapping; interaction design (user flows, navigation); usability testing; WCAG guidelines awareness; personas; content strategy.

**Technical & Strategic Execution:** Figma; Adobe Creative Suite; low fidelity sketches to high-fidelity wireframes; interactive Figma prototypes; visual design principles; information architecture; collaboration with cross-functional teams and developers; communicating design rationale & insights; SEO principles; marketing strategy.

## Education

### BSc Psychology & Philosophy (with Honours)

*2013 - 2016 | University of Bristol, UK*