

HELENA ELLIOTT

Product Designer

Vancouver, BC, Canada

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EXPERIENCE

Apr 2024 – Present

Product Designer

Freelance, based in Vancouver

- Designed and built end-to-end responsive websites for local clients, including a travel guide business and mobile care services company.
- Created wireframes, prototypes and user flows as per client needs.
- Conducted user research and usability testing with live sites to inform design thinking.
- Developed website branding and UI component kits.

Jun 2022 – Jan 2024

UX/UI Design Student

Designlab, UX Academy Bootcamp (part-time, remote)

- Completed 480+ coursework hours covering methods from the entire design thinking process.
- Developed a diverse portfolio of self-selected case study projects, including a feature addition to the Netflix mobile app, a responsive redesign of Amtrak's ticket search tool, and a new AI-powered study app concept.

Mar 2020 – Mar 2024

Customer Experience & Digital Marketing Coordinator

International Language Academy of Canada (ILAC), Vancouver

- Identified pain points in the customer journey through surveys, analytics and customer service touchpoints, and pioneered several enhancement projects, notably:
 - Designed a Knowledge Base to improve accessible support services, with 43 starter articles organized into logical categories based on the mapped customer journey;
 - Implemented a company blog, managing a team of 20+ creators in posting weekly content, conducting keyword research and SEO management;
 - Led the migration of an outdated paperwork framework to an online ordering system, in collaboration with web developers to implement it on the website.

EDUCATION

2013 – 2016

BSc Experimental Psychology & Philosophy (with honours)

University of Bristol, United Kingdom

SKILLS & TOOLS

Figma, Illustrator, Photoshop, Sketch, WordPress, Wix Studio Editor, Squarespace, Visual Studio Code, SEO, User Research and Synthesis, User and Task Flows, Branding, UI, Wireframing, Prototyping, Copywriting, Usability Testing, Content Design, Visual Design, Interaction Design