

Elena Marsh | UX Designer creating inclusive, human-centered digital experiences

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Basics

- UX designer with 7+ years of experience designing web and mobile products across health tech, fintech, and analytics
- Human-centered design advocate specializing in user research, prototyping, and design systems
- Collaborative team player skilled at partnering with product managers, engineers, and stakeholders to ship intuitive solutions
- Passionate about accessibility and inclusive design, ensuring every user can accomplish their goals with ease

Education

California College of the Arts

Bachelor, Interaction Design, Score: 3.8

<https://www.cca.edu/>

Sep 2013–May 2017

- Developed a strong foundation in user-centered design principles and iterative design processes
- Completed hands-on projects in mobile app design, responsive web design, and interactive installations
- Recognized for outstanding work in the senior capstone project, a public transit navigation tool for elderly users

Courses: Human-Computer Interaction, Visual Communication, Design Research Methods, Prototyping for Digital Products, Psychology of User Experience, Design Ethics and Accessibility

Work

Nimbus Analytics

Senior Product Designer

<https://www.nimbusanalytics.com/>

Mar 2021–Present

- Led end-to-end design for a data visualization platform used by 50,000+ analysts, revamping the dashboard experience and reducing onboarding time by 35%
- Built and maintained the company's first design system, including 120+ accessible components and tokens, resulting in a 40% faster handoff to engineering
- Drove user research initiatives, conducting 30+ contextual interviews and usability tests to shape the product roadmap
- Partnered with product and engineering leadership to define design strategy and quarterly OKRs for the analytics suite
- Mentored two junior designers, facilitating design critiques and skill-building workshops

Keywords: Product Strategy, Design Systems, User Research, Data Visualization, Figma, Mentorship

Brightline Health

Product Designer

<https://www.brightlinehealth.com/>

Jun 2017–Feb 2021

- Designed patient-facing mobile app and web portal for a telehealth startup, improving task completion rate by 28%
- Collaborated with clinical and engineering teams to translate complex healthcare workflows into simple, accessible experiences
- Planned and moderated remote usability testing sessions, synthesizing findings into actionable design recommendations
- Created high-fidelity prototypes in Figma and ran rapid iteration cycles to validate concepts with real patients
- Advocated for accessibility standards, partnering with engineers to meet WCAG 2.1 AA compliance across all products

Keywords: Healthcare, Mobile App Design, Accessibility, Prototyping, Usability Testing, User Flows

Languages

English: Native or Bilingual Proficiency

Spanish: Limited Working Proficiency

Keywords: Native speaker, Writing and documentation

Keywords: Conversational, Basic reading comprehension

Skills

User Research: Advanced

Keywords: Interviews, Surveys, Personas, Journey Mapping, Usability Testing

Prototyping: Expert

Keywords: Figma, Sketch, Adobe XD, Framer, Interactive Prototypes

Visual Design: Advanced

Keywords: Typography, Color Theory, Layout, Design Systems, Accessibility (WCAG)

UX Strategy: Intermediate

Keywords: Product Roadmapping, Stakeholder Management, Design Sprints, Metrics, A/B Testing

Awards

UX Design Award —Best Mobile App

Interaction Design Association

Oct 2022

Recognized for designing a mindful spending app that helps users understand their financial habits through visual data and gentle behavioral nudges.

Certificates

NN/g UX Certification

<https://www.nngroup.com/>

Nielsen Norman Group

Jun 2022

Google UX Design Professional Certificate

<https://www.coursera.org/professional-certificates/google-ux-design>

Google

Aug 2021

Publications

UX Collective

<https://uxdesign.cc/designing-for-trust-in-health-tech>

Designing for Trust in Health Tech

Jan 2021

Explores how transparency, clear language, and coherent visual hierarchy can build trust in digital health products, sharing lessons learned from patient-facing design research.

Projects

Mindful Spending App

A personal finance app concept that helps users build mindful spending habits through visual spending insights and gentle, non-

- Conducted diary studies and interviews with 12 participants to understand emotional relationships with money
- Designed low-fidelity paper prototypes and iterated through high-fidelity Figma mockups based on feedback
- Developed an interactive prototype in Framer to test navigation and core-spending reflection features
- Awarded an honorable mention in the IxDA student design showcase

Keywords: Mobile App, Fintech, User Research, Prototyping, Accessibility

Interests

Photography: Street photography, Portraits, Film photography

Accessibility: Inclusive design, Assistive technology, Web accessibility

Hiking: Bay Area trails, National parks, Nature photography

Volunteer

Design4Good SF

<https://www.design4goodsf.org/>

Design Mentor

Sep 2018–Dec 2022

- Mentored early-career designers from underrepresented backgrounds in portfolio development and interview preparation
- Facilitated monthly critique sessions to help mentees refine their design thinking and presentation skills
- Partnered with local nonprofits on pro-bono design projects, including a website refresh for a food bank and a donation flow redesign for a homeless shelter