

Elena Marsh

UX Designer creating inclusive, human-centered digital experiences

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

- Sep 2013–
May 2017 **Bachelor, Interaction Design, Score: 3.8, California College of the Arts**, <https://www.cca.edu/>
- 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

- Mar 2021–
Present **Senior Product Designer, Nimbus Analytics**, <https://www.nimbusanalytics.com/>
- 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
- Jun 2017–Feb
2021 **Product Designer, Brightline Health**, <https://www.brightlinehealth.com/>
- 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

Keywords: Native speaker, Writing and documentation

Spanish Limited Working Proficiency

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
A/B Testing

Keywords: Product Roadmapping, Stakeholder Management, Design Sprints, Metrics,

Awards

Oct 2022 **Interaction Design Association, UX Design Award —Best Mobile App**

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

Certificates

Jun 2022 **Nielsen Norman Group, NN/g UX Certification**, <https://www.nngroup.com/>

Aug 2021 **Google, Google UX Design Professional Certificate**, <https://www.coursera.org/professional-certificates/google-ux-design>

Publications

Jan 2021 **Designing for Trust in Health Tech**, *UX Collective*, <https://uxdesign.cc/designing-for-trust-in-health-tech>

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

Jan 2020–
May 2020 **A personal finance app concept that helps users build mindful spending habits through visual spending insights and gentle, non-judgmental nudges.**, *Mindful Spending App*, <https://www.behance.net/gallery/mindful-spending-app>

- 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

Sep 2018–Dec 2022 **Design Mentor**, *Design4Good SF*, <https://www.design4goodsf.org/>

- 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

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