

HEATHER ELLSWORTH

Principal UX Architect

LinkedIn

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Portfolio

heatherellsworth.myportfolio.com

QUALIFICATIONS SUMMARY

- Highly experienced UX Designer and Architect, with experience researching, story-boarding, prototyping, and deploying websites and applications for everyone from Fortune 100 companies to individuals and startups
- Director of UX development teams, implementing my UX designs for multiple projects
- Author of streamlined, elegant UIs for a myriad of projects and for multiple platforms
- Extensive executive and c-level interaction experience as the owner of UX strategy and design, regularly working with and presenting to stakeholders to balance differing objectives

SKILLS AND EXPERTISE

- Customer Journey Maps
- User Research
- Accessibility
- Usability Testing
- Storyboarding
- Graphic Design
- Interaction Design
- Branding
- Style Guides
- Design Systems
- Site Maps
- Workflows
- Wireframes
- Prototypes
- Presentations
- Infographics
- 2D & 3D Animations
- Knowledge of backend development
- Excellent communication - written and oral
- Responsive Web Design
- Medical knowledge and experience

RELEVANT SOFTWARE

UX DESIGN

- Adobe XD
- Figma
- Miro
- Adobe CC, including: Illustrator, InDesign, Photoshop

OTHER

- JIRA/Confluence
- Agile/Lean
- Google Suite
- Microsoft Suite
- Zeplin
- Maya/Blender

CODING

- HTML
- CSS
- JavaScript
- React
- VS Code
- Hype

HEATHER ELLSWORTH

Principal UX Architect

PROFESSIONAL EXPERIENCE

ACCUPULSE MEDICAL | UX/UI DESIGNER

- Principal UX Architect for the full UX/UI design of cutting-edge medical software integrated with custom hardware, guiding the product's user experience from concept to completion
- Led collaboration with cross-functional, international teams—including developers, quality assurance, and hardware manufacturers across North America and China—to ensure seamless software and hardware integration
- Conducted extensive user research and testing, participating in clinical studies and animal studies to validate the software in real-life medical procedures, both locally and remotely with teams in China
- Performed in-depth analysis of competitor software, documenting findings and translating them into actionable design improvements

CAPRI HOLDINGS LMTD | UX DESIGNER

- Interfaced with the VP of Digital Transformation, presenting designs and research findings to ensure alignment of UI/UX strategies with organizational goals
- Established and implemented style guides (including branding and graphics creation) to maintain consistency across sites, applications, and multiple platforms
- Produced high-fidelity, pixel-perfect prototypes and responsive layouts for the Michael Kors and Versace site refresh, tailored to North American and European audiences
- Oversaw Creative Services in developing style guide assets, assigning tasks, reviewing progress, and requesting edits to ensure quality
- Primary liaison between the design team and EMEA translation team, delivering assets and addressing design queries for localization
- Audited Capri's Jimmy Choo website for compliance with established standards and accessibility

META (FACEBOOK) - VR CLASSROOM | UX CONSULTANT

- Researched emerging VR classroom technology, shaping industry standards for virtual learning environments
- Analyzed existing assets and presented recommendations to Meta VPs on enhancing engagement through improved and new classroom elements

ADROIT TECH | DESIGNER

- Partnered with executives to shape branding vision for website and print materials
- Directed creation of style guides and oversaw design execution
- Produced key design assets, including logos and layouts

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Principal UX Architect

PROFESSIONAL EXPERIENCE (CON'T)

GIBBS SMITH PUBLISHING | GRAPHIC ARTIST & ANIMATOR

- Led the effort to create Gibbs-Smith's flagship interactive children's e-book as principal designer and sole animator
- Streamlined a process to convert legacy assets into assets usable in animations
- Conducted and reported on user testing at each development stage, ensuring animated interactions met engagement and usability standards

ZENLEAF | GRAPHIC & PACKAGING DESIGNER

- Created production renderings of package designs for both shipping and display
- Transformed minimal resources (logo and product images) into a complete set of vectorized brand assets
- Iterated on box geometry and layouts with 3rd party packaging designer

SALUM TECHNOLOGIES | MEDICAL ANIMATOR

- Directed and produced a 2D/3D product demonstration video with animation synchronized to a script used in presentations
- Sourced and heavily modified 3D models to fit product specifications, ensuring accurate visual representation of complex medical concepts and procedures

EDUCATION

WEB DESIGN AND DEVELOPMENT: UX EMPHASIS

Utah Valley University | Associate of Science | 2020

- Conducted research and usability tests on the Samsung Smart Fridge Family Hub app, both on the fridge screen and on a Samsung phone on the Samsung SmartThings app
- Designed usability tests for a department stencil and analyzed the results; improved the design and function of the stencil per the test's recommendations

COMPUTER ANIMATION

University of Utah | Bachelor of Science | 2007

- Created the only completed student short film of my year as sole auteur - from original design concept to completion