

Elizabeth T. Cannon

UX/UI Designer

EXPERIENCE

Elizabeth Cannon Design

Freelance Designer, Nov '18–Current

GoodPix (Nov '19–Dec '19) GoodPix is a startup that offers design software with built in commission for stylists and retailers. I advised the CEO on content strategy for their new website, and conducted QA and reported bugs for their latest product.

Interior Designer (Sep '19–Current) I designed the remodel for a private beach home in Los Angeles. I created moodboards, specified paint colors and furnishings, and managed the budget, orders and deliveries.

CNH Industrial (June '19) I collaborated with the design team and product owners to improve an existing data visualization module for their precision farming website. I also wrote complex error resolution messages for users unfamiliar with technology.

Designation

UI Designer, Apr '18–Oct '18

In an intensive 24 week UX/UI program, I built foundational knowledge of user experience and user interface design and applied those skills to real-world client problems. I also strengthened my existing project management and delegation skills to improve efficiency and team morale.

- Conducted user research and competitive analysis
- Designed divergent style tiles and moodboards
- Created hi-fidelity screens, interactive prototypes and style guides
- Built wireframes and collaborated with UX designers to revise existing wireframes
- Structured and conducted usability testing
- Synthesized user feedback to inform iteration

Holly Hunt

In over 6 years at Holly Hunt I played a range of roles across the organization. I was chosen for these roles because of intra-company relationships, business management knowledge, and desire to ensure that user needs remained front and center. I rotated through diverse subject matter based on project urgency; facilitating consensus among eclectic groups of stakeholders and delivering products that brought value to customers and employees.

Business Strategist, May '14–Jan '17

I was selected to a special team working on the company's ERP implementation for 500+ employees, focused on increasing employee efficiency to reduce customer response times.

- Mastered the native functionality of a Microsoft system (NAV) to customize it
- Led workshops with business users to uncover system needs
- Directed developers through system customization by writing functional specifications
- Designed and conducted two rounds of UAT in collaboration with team
- Synthesized user feedback to build system adjustments and prioritize bug fixes
- Managed training and support for warehouse staff of 40+ during week of go-live

Merchandise Manager, Rugs, Apr '10–May '14

I was promoted to manager of the business unit within a year of being hired, and then independently managed a \$2M custom and stock rug business.

- Defined marketing presence through marketing campaigns and web content strategy
- Sourced vendors and led product development
- Collaborated with other departments, CEO and creative director on design direction
- Mentored salespeople during complex, high-value custom sales
- Created and led training for client services and showroom sales staff
- Increased sales revenue by 25% during tenure

Crate & Barrel

Sales Floor Manager Jun '07–Apr '10

After a year at Crate & Barrel, I was selected as part of an opening team for a new pilot store combining previously separate product lines. I managed a full time furniture sales staff of five and focused on new product education and resolving customer service issues.

CONTACT

elizabethcannon.design
elizabeth.cannon@gmail.com
linkedin.com/in/ecannondesign

SKILLS

Writing
User interviews
User research
Competitive analysis
Prototyping
Mobile design
Responsive web design
Visual design
Wireframes
Client management
Project management

TOOLS

Sketch
Keynote
InVision
Microsoft Office
Adobe CS
Principle

VOLUNTEER

SkyDay

UX/UI Designer, 2019

For an educational non-profit, I streamlined the organization's goals, performed a content audit of the existing website, and restructured and redesigned their website. Deliverables included a content guide, style guide and interactive prototype.

EDUCATION

Washington University in St. Louis

B.A. Art History, Dec '06