



uh-LEH-nee  
YEAH-nuh-kah-puh-luhs

hello@eleniy.com

(813) 419-3620

www.eleniy.com  
*password available upon request*

## education

### B.A. in Graphic Design

University of Florida 2020

### B.S. in Advertising

University of Florida 2020

### Enterprise Design Thinking

IBM Certification 2020

## software

### Prototyping Software

Proficient

Figma InVision

### Adobe Creative Suite

Proficient

Adobe XD Photoshop  
Illustrator InDesign

### Working Knowledge

After Effects Audition  
Premiere Pro

## skills

Design Thinking  
Accessibility Guidelines (WCAG)  
Visual Systems  
Wireframing  
Illustration  
Prototyping  
Native Mobile & Mobile Web  
Team Culture Development  
Collaborative Problem Solving

## nice to meet you!

I'm an **empathetic, dynamic, and multi-disciplinary UX UI designer** developing user-focused experiences to make our digital lives **more accessible, intuitive, and pretty darn cool.**

## work experience



### Experience Designer

Aug. 2022 - Aug. 2023

Rocket Mortgage

- Achieved **26% increase in application starts** and lead form submissions for Inflation Buster's homepage integration
- Achieved **14% lift in conversion rates** for Home Buying Plan's promotional landing page on mobile and web
- Illustrated multi-step progress indicator graphics for loan payoff tracking on the MyRocket Dashboard
- Collaborated with design researchers, content strategists, and developers, using **design thinking** to ensure **intuitive and effective user experiences**



### Associate Product Designer

Jun. 2021 - Aug. 2022

nCino

- Designed and implemented innovative features for a **cloud-based banking SaaS platform** used by **119+ financial institutions worldwide**
- Assisted in creating and maintaining company-wide and portfolio-specific design systems, **supporting 15+ designers** and aligning designs with **Salesforce Lightning** capabilities
- Improved product accessibility compliant with **Web Content Accessibility Guidelines (WCAG)** on consumer-facing banking portals through proactive design enhancements and user testing analysis
- Led weekly design feature meetings in an **agile environment**, communicating closely with project managers to bolster the stream of communication between stakeholders



### UX UI Designer

Jun. 2020 - Aug. 2020

Byppo Technologies

- Conceptualized new features and interfaces for Byppo, a **food ordering app** partnered with **25+ local restaurants** and a potential audience of over **133,000 consumers**
- Worked closely with creative director to construct new branding design directions and systems
- Met frequently with development team and company CEO to assess progress during various stages in development



### Graphic Designer

Jul. 2018 - Apr. 2021

University of Florida - J. Wayne Reitz Union

- Designed for event marketing materials, branding, and campaigns with a potential audience of **54,000+ students**
- Created **250+ multi-disciplinary, multi-platform projects in 2019**, with seamless design adaptation for web, digital, print, and social media
- Designed for **6 individual pillars** of Student Engagement, **maintaining brand identity while differentiating each area** for a cohesive yet varied family of organizations