

# ELENA REITMAN

ux + content development

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## SKILLS & TOOLS

User experience design  
Visual design  
Service design  
User flows  
Information architecture  
Writing  
Content strategy  
Project management  
Sketch  
Adobe CC  
Marvel  
InVision  
Framer  
HTML/CSS

## EDUCATION

University of Washington  
Honors Program  
International Studies, B.A.  
Economics, B.A.  
Phi Beta Kappa  
2002 - 2006

## LANGUAGES

Russian, native speaker

## EXPERIENCE

### **Freelance / UX Designer / 2016**

Develop audience-focused solutions for web, mobile and multimodal services from initial user and ecosystem research to design execution.

### **Nordstrom / UX Writer / 2015**

Collaborated with UX designers, UX researchers, business stakeholders and engineering teams to design cohesive web, app, in-store and enterprise tools experiences. Helped drive a consistent voice across products and services.

### **POSSIBLE / Writer / 2013 - 2015**

Lead writer for agile-driven Windows 8.1 global relationship management campaign. UX writer for Microsoft Surface product updates and new releases.

### **Swedish Medical Group / Content Developer / 2013**

Oversaw and co-designed DocSpot, a healthcare collaboration tool. Worked with medical group leadership to define use cases and implement design.

### **R2integrated / Content Specialist / 2011 - 2013**

Developed and executed content strategies. Used quantitative and qualitative analysis to evaluate and optimize content to meet audience and business goals.

### **FCC / Content Strategist / 2010**

Synthesized complex analysis into intuitive and digestible web content for emergency responders across the US. Participated in strategy planning and FCC site redesign.

### **Accenture / Business Analyst / 2007 - 2009**

Assisted the design of an international workforce planning model for Microsoft Consulting Services. Developed training materials for AT&T Mobility B2B program. Awarded "T-Mobile Good Egg" award for client support.