

ELENA REITMAN

senior ux designer

elenareitman.com

SKILLS & TOOLS

UX design
User flows
Taxonomy
Writing
Sketch
Service design
Framer (prototyping)
Information architecture
Process design
Conversation design

EDUCATION

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

LANGUAGES

Russian, native speaker

EXPERIENCE

Starbucks / Senior UX Designer / 2016 - present

Designed features of the Starbucks native apps and web experience, working closely with product leads, UX research, and strategic stakeholders. Notable projects: Rewards, design-research process, Google Assistant action for ordering, and home feed reinvention.

Freelance / UX Designer / 2016

Developed 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-run Windows 8.1 global relationship management campaign. UX writer for Microsoft Surface product updates and new releases.

Swedish Medical Group / Experience Designer / 2013

Designed and developed content for DocSpot, a healthcare collaboration tool. Worked with medical group leadership to define use cases and implement design.

R2integrated / Content Specialist / 2011 - 2013

Used quantitative and qualitative analysis to evaluate and optimize content to meet client objectives.

FCC / Content Strategist / 2010

Synthesized complex analysis into intuitive and digestible web content for emergency responders across the US. Contributed to Federal Communication Commission 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.