

# Elena Reitman

product designer

elenareitman.com

## SKILLS & TOOLS

UX/UI design

Taxonomy

UX writing

Conversation design

Information architecture

Service design

Process design

Sketch

Abstract (file management)

Framer (prototyping)

Adobe CC

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

### Starbucks / Senior Product Designer / 2017 - present

Designed features of the Starbucks native apps, working closely with product managers, UX research and engineers. Notable projects: multi-tiered Rewards, design-research process, 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 the structure and IA for DocSpot, a healthcare collaboration tool. Worked with medical group leadership and Jive Software to define use cases and implement design.

### R2integrated / Content Specialist / 2011 - 2013

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

### FCC / Content Strategist / 2010

Designed a web resource of emergency plans that was easy to navigate, search, and add to by public safety professionals. Contributed to 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.