

Elena Reitman

UX/Product Designer

elenareitman.com

TRAITS & TOOLS

Team player

Dedicated

Fast learner

Empathy (user, business, tech)

Creativity and conceptual thinking

Strategic thinking

UX/UI design

Prototyping

User flows

Information architecture

UX writing

Sketch

Figma

Abstract

Adobe CC

ProtoPie

HTML/CSS (basic)

Jira & Confluence

EDUCATION

University of Washington

Honors Program, 2002-2006

International Studies, B.A.

Economics, B.A.

Phi Beta Kappa

Seattle Central

Creative Academy, 2016

LANGUAGES

Russian

PROFESSIONAL EXPERIENCE

Disney Parks / Product Designer / Feb. 2020 - Apr. 2020

Designed and prototyped onboarding experiences for Disneyland and Walt Disney World iOS and Android apps.

Novo Nordisk / UX Designer III / Sep. 2019 - Feb. 2020

Concept and prototyped digital health solutions (software + hardware) to help patients with Type 1 and Type 2 diabetes dose therapies and track meals.

Starbucks / Sr. Product Designer / Sep. 2017 - Sep. 2019

Designed features of the Starbucks iOS and Android apps, working closely with product managers, UX research and engineering. Notable achievements include Starbucks Rewards redesign, design + research process, home feed reinvention, and product voice & tone guide.

Nordstrom / UX Writer / Nov. 2017 - Sep. 2016

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

POSSIBLE / UX Writer / Dec. 2013 - Jan. 2015

Worked closely with designers and engineers to deliver client experiences using agile delivery. Notable projects: Windows 8 global digital campaign, Microsoft Surface product web pages, and Holiday Inn Express digital presence.

5 years of content and analytics experience.

Prior to product design, I worked on complex projects as a content strategist and analyst.

- > Implemented new UX and information architecture for DocSpot, a healthcare collaboration tool at **Swedish Medical Group**.
- > Content creation and new information architecture for emergency planning and public safety web portal at **FCC Bureau of Public Safety and Homeland Security**.
- > Process transformation at **Accenture**, helping tech organizations (Microsoft, T-Mobile and AT&T) optimize and evaluate their software development and workforce planning efforts.