

Elena Reitman

Senior UX Designer

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SKILLS

UX/UI design
Interaction design
Content design
Information architecture
User flows
UX writing
Copywriting
Prototyping
Figma
Sketch
Abstract
Adobe CC
ProtoPie
HTML/CSS (basic)
Jira & Confluence
Asana

EDUCATION

University of Washington

Honors Program, 2002-2006

International Studies, B.A.

Economics, B.A.

Phi Beta Kappa

University of Washington

Non-fiction writing certificate,
2013

Georgetown University

Communication Culture &
Technology courses, 2009

PROFESSIONAL EXPERIENCE

Sr UX Designer / Amazon / June 2020 - present

AWS QuickSight: Full stack business intelligence UX and UI design from early requirements definition to hi-fi designs across product. Projects spanned design system, reporting, dashboard authoring, layout tools, and data preparation. UX owner for launch of paginated reports and the lead UX designer on the redesign of the Authoring experience.

3rd party payments: UX owner for Shop with Points (SWP) program and UX lead on Affirm financing launch in US.

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

Designed and prototyped first-time user experience onboarding visitors on the Disneyland and Walt Disney World iOS and Android apps.

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

UX and content design for Starbucks iOS and Android apps, working closely with product managers, UX research and engineering on Starbucks Rewards redesign, design & research process, home feed reinvention, and product voice & tone guide.

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

UX writer for the Reserve & Try experience—covering the app and in-store experience, and point-of sale-redesign. Worked with UX designers and product owners to ensure consistent voice and tone across shopper's experience.

7 years of content and business analytics experience.

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

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