

Elle Shwer

I am a senior in the School of Information at the University of Michigan studying User Experience Design and Data Analysis. I love being tasked with solving a problem, whether its a homework assignment or brainstorming ways to better design information architecture. I tend to be systematic in the way I approach design challenges - asking questions, prototyping, and collaborating. I am excited by opportunities to meet new people and finding ways to bring people together. I hope to further explore those networks in my career and am passionate about the intersection of technology and human-driven design.

In my free time I enjoy listening to music (link spotify), helping my friends with their projects, and planning my next adventure. I take every opportunity I can get to travel and explore somewhere new. I like trying new foods, going on free walking tours and taking pictures of buildings. And most importantly, I love grabbing coffee with new people - so please don't ever hesitate to reach out. (link email)

I've worked @ [MongoDB](#)



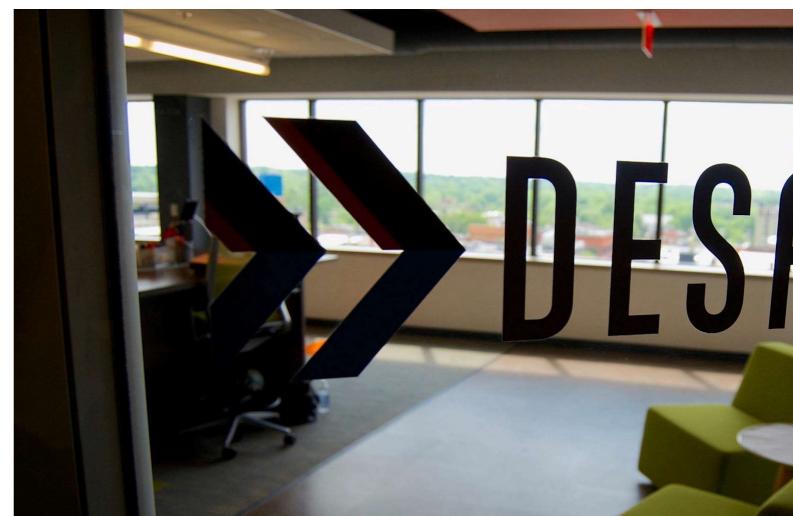


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I've worked @ {changing content}



Travelle.co

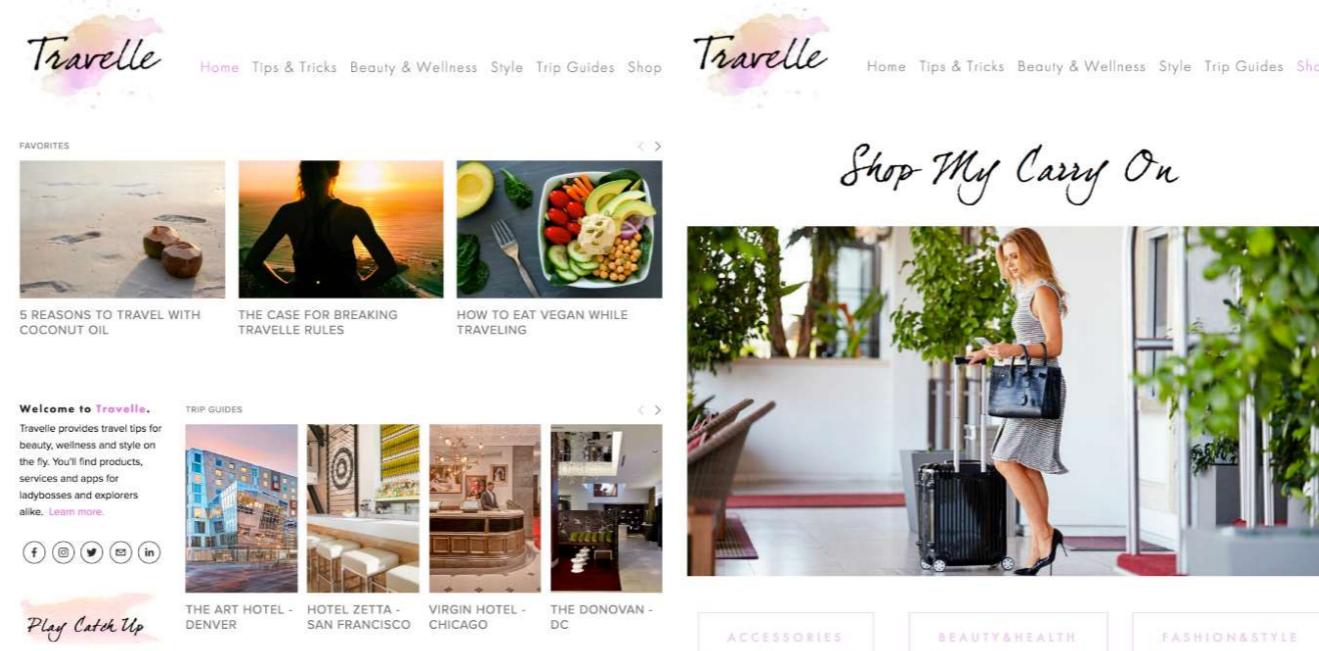
Brand Development Intern
Summer 2015 - Winter 2016

COMPANY

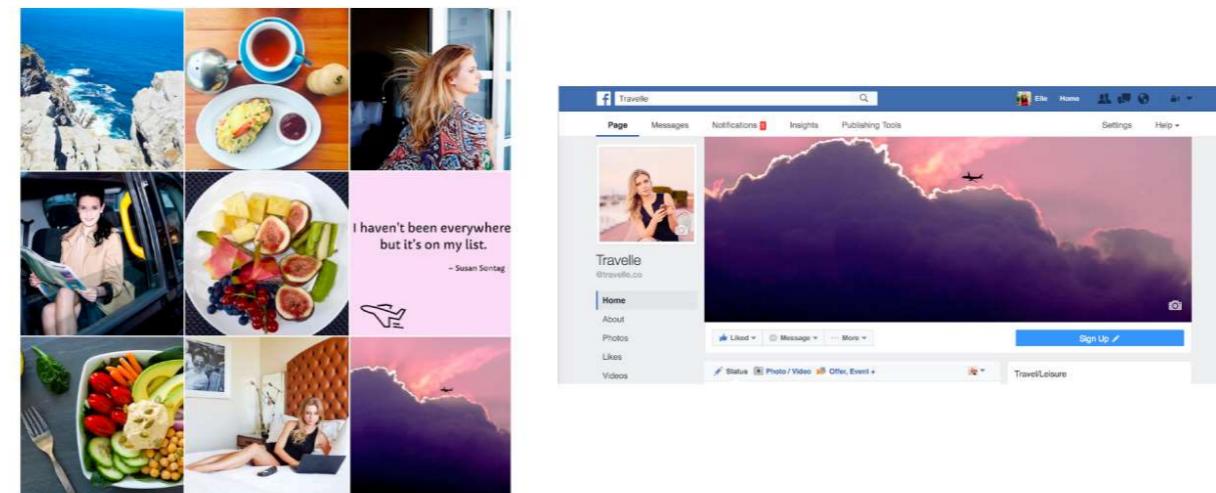
Travelle a premier online resource for female business and leisure travelers featuring beauty, wellness and style tips. Travelle showcases products, service providers and apps to help women maintain their quality of life, well-being, looks and sense of style while away from home.

ROLE

Over the course of a year, I began as a Web Marketing and Business Development Intern during the summer in 2015. I focused on brand development by improving the interface of the website and increasing user accessibility. Also, I helped improve web traffic and SEO by 25% by analyzing key platforms like Google Analytics and Webmaster Tools.



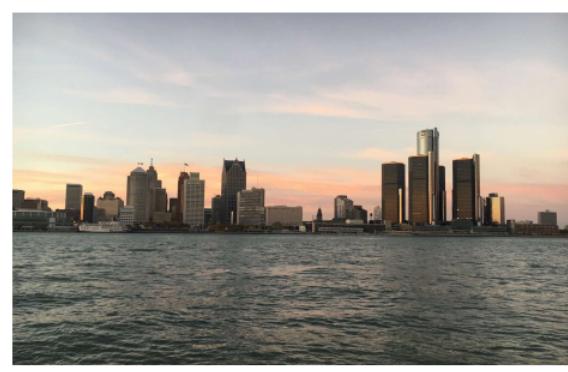
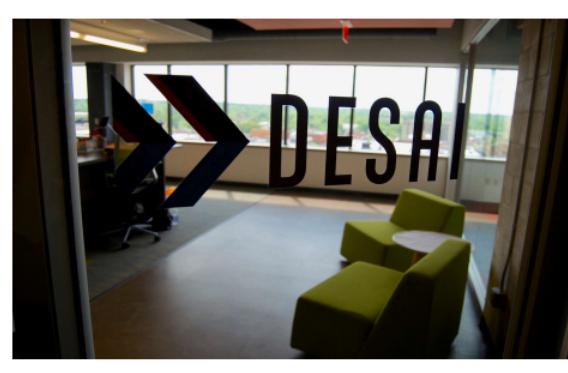
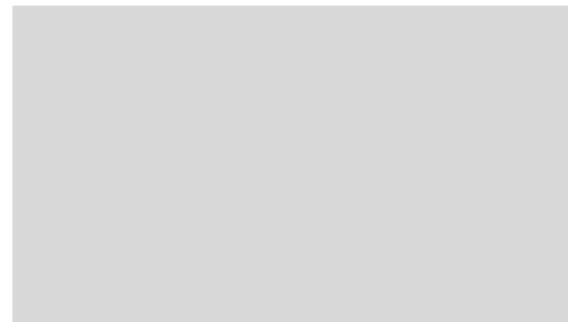
I later transitioned into a more social media focused position where I ran the Facebook, Twitter, LinkedIn and other social media platforms with a focus on online outreach and promotion.





Elle Shwer

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Desai Accelerator

Design Intern
Summer 2016

COMPANY

The Desai Accelerator is a collaborative effort at the University of Michigan between the Zell Lurie Institute of Entrepreneurial Studies at the Ross School of Business and the Center for Entrepreneurship at the College of Engineering. The Desai Accelerator provides the physical infrastructure, financial resources, and mentorship to support early-stage ventures through their development. The summer 2016 cohort consisted of six companies - Ash and Anvil, Clash Audio, Gaudium, MySwimPro, Roomations, and Sultant.

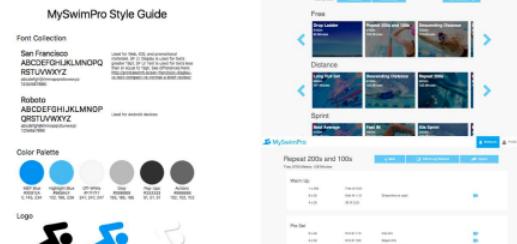
MY ROLE

I served as a design intern across all six companies, as well as worked on projects with Desai, predominately working on brand development and digital design. Some of my tasks included logo design, front-end web development, market research, customer service, flyer creation, content creation, and social media strategy.

PROJECT 1

Task

Design the web-interface for the #1 ranked swimming application in the United States that supports 500,000 users



MongoDB

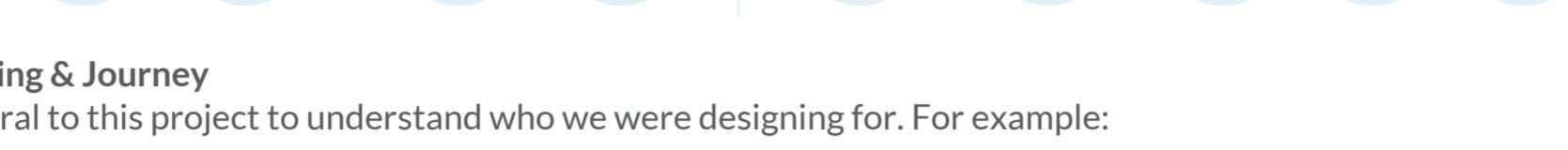
Product Design Intern
Summer 2017

PROJECT 1

Problem & Context

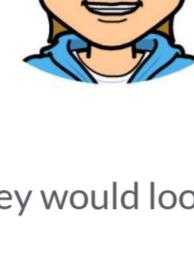
MongoDB's Atlas initially launched the free tier due to massive user demand for a free offering of Atlas as a sandbox trial. Since then the free tier has grown to host 25000 clusters but there was no way to allow free users to upgrade to a paid tier. On the product side, this enables easy scalability for businesses and will reduce friction for users to upscale instances.

The organization of this project was a team of 3 engineers (interns), 1 lead engineer, and myself as lead designer. The relevant stakeholders included a project manager, Director of Product Design, VP of Engineering and the CTO.



User Mapping & Journey

It was integral to this project to understand who we were designing for. For example:

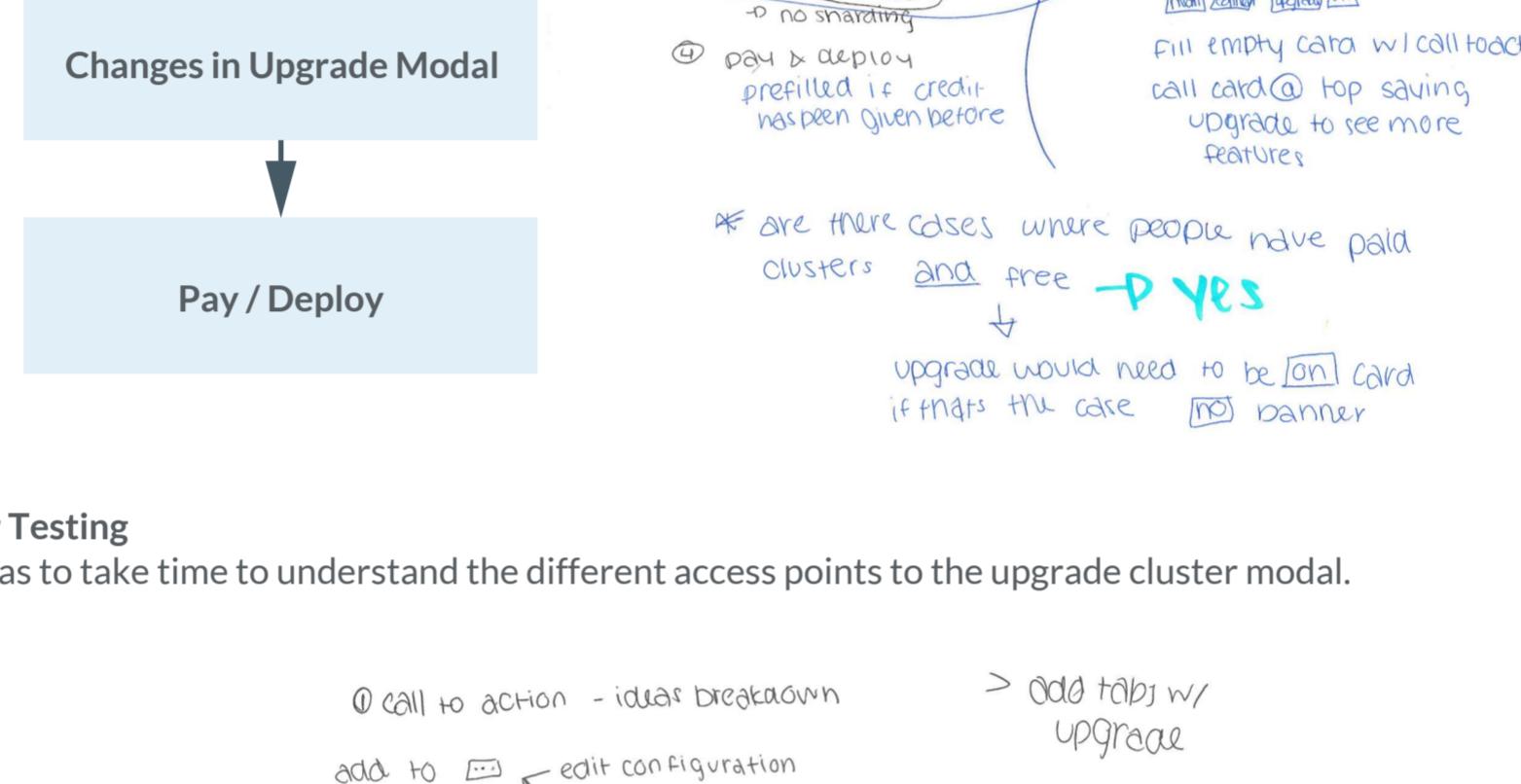


Experimentor Ed

- Software developer at 10 person startup (second hire)
- Used MongoDB in school projects a few years ago
- Currently exploring databases for the company to store their inventory

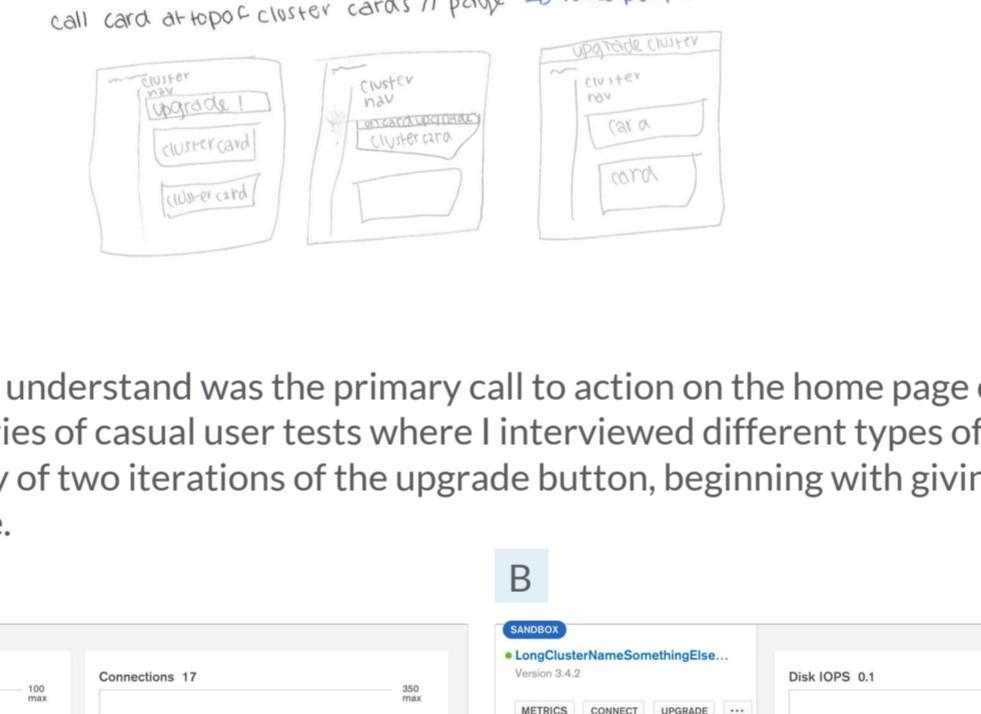
"I tested out the free tier of Atlas and I really liked it. It would be cool to have more storage without having to create a new cluster."

Experimentor Ed's journey would look something like this:



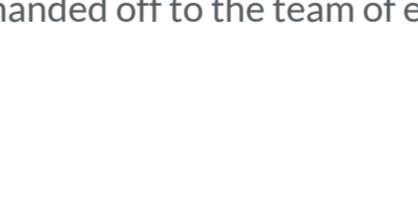
Ideation & User Testing

The next step was to take time to understand the different access points to the upgrade cluster modal.



The most important access point to understand was the primary call to action on the home page of Atlas. In order to make a concise design decision, I led a series of casual user tests where I interviewed different types of internal users of Atlas where I sought to understand the findability of two iterations of the upgrade button, beginning with giving them the opportunity to explain where they expected a button to be.

Essentially, there would be 6 main access points into the Upgrade Cluster Modal, including adding empty states to features not accessible to users in the free tier. For example:



Use a graphical interface to run queries, see index usage stats, and view metadata about your collections in this paid feature

[Upgrade Your Cluster](#)

Prototype

The final version was mocked up in an Invision and handed off to the team of engineers after the designs received approval from the CTO and VP of Engineering.

PROJECT 2

Problem

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Research

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WCBN

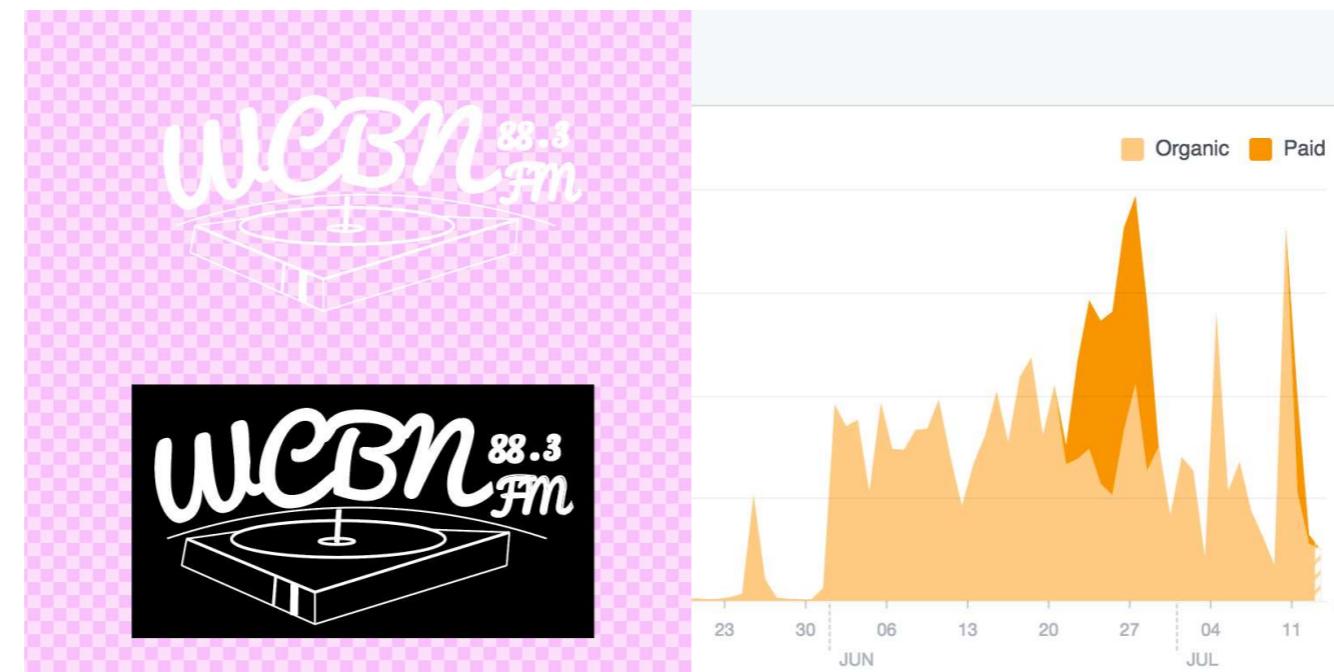
Marketing Intern
Fall 2016 - Winter 2017

COMPANY

WCBN is the University of Michigan student-run, community freeform radio station in Ann Arbor, Michigan.

ROLE

As a marketing intern, I created and executed a campus-based marketing campaign resulting in almost 80% increased engagement and growth among the undergraduate student body. I also worked on brand development, designing geofilters for events, shirts and posters.





MongoDB

Product Design Intern

Summer 2017

PROJECT 1

Problem

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Research

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PROJECT 2

Problem

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Research

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Design Intern

Summer 2016

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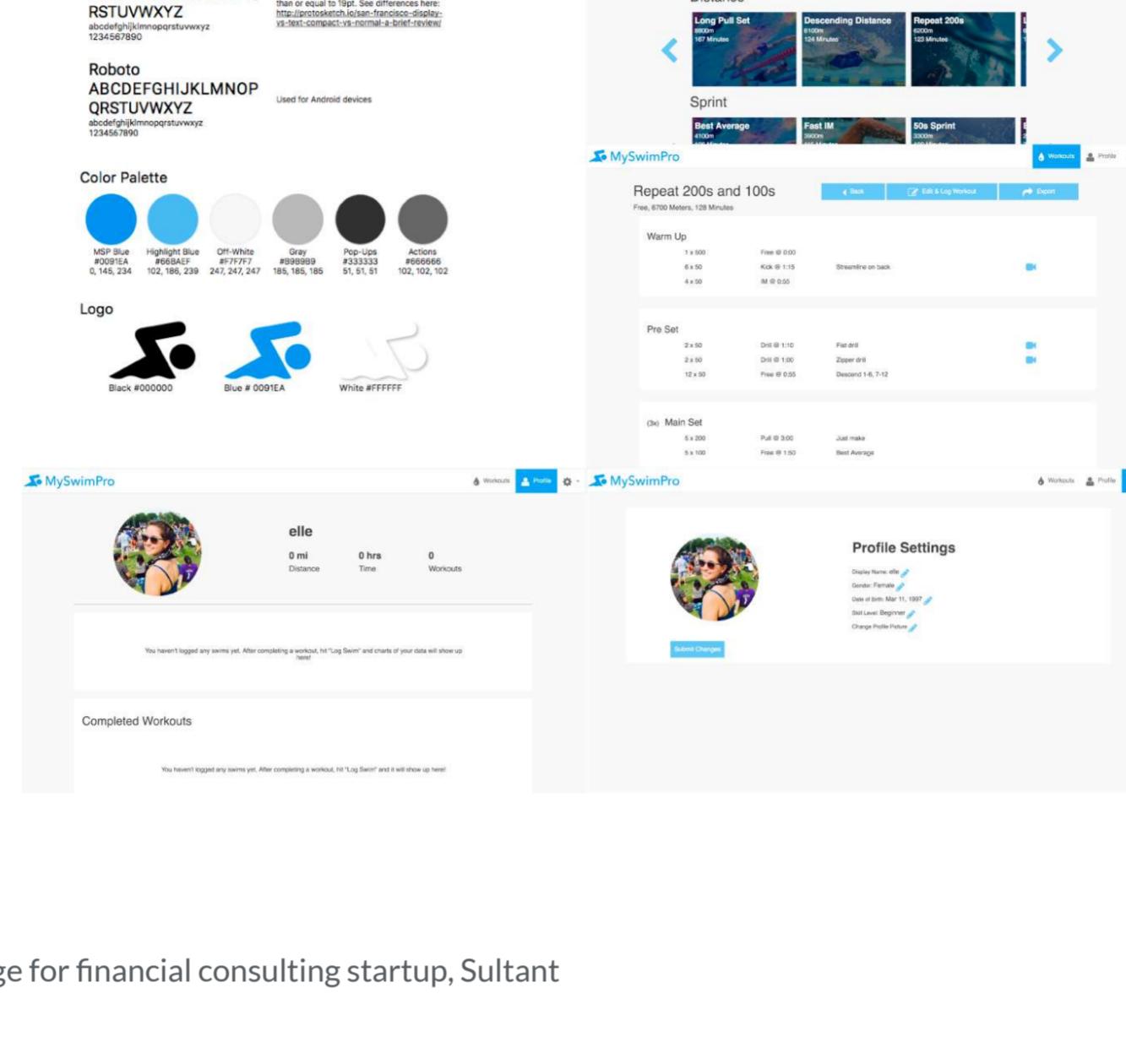
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PROJECT 1

Task

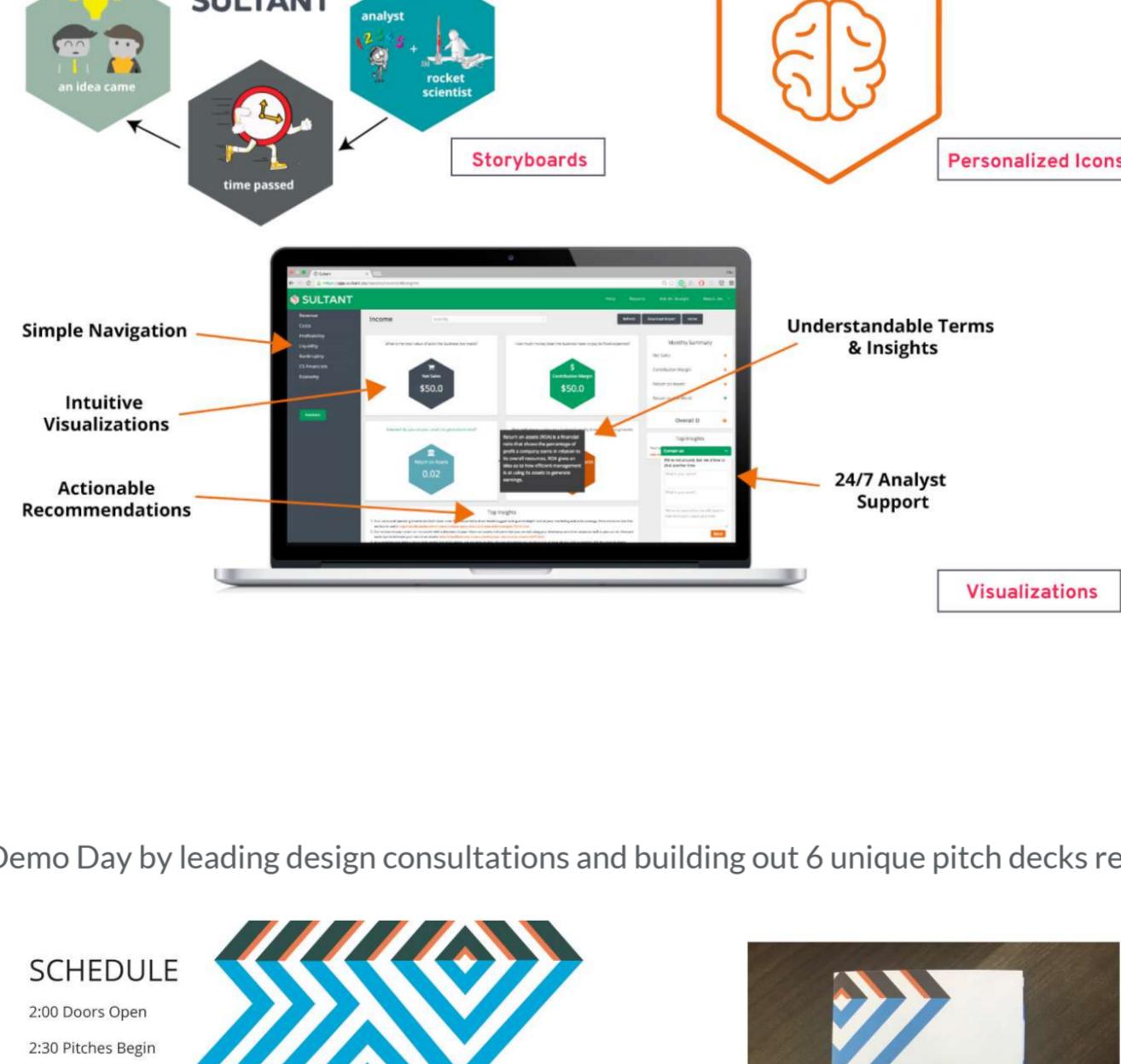
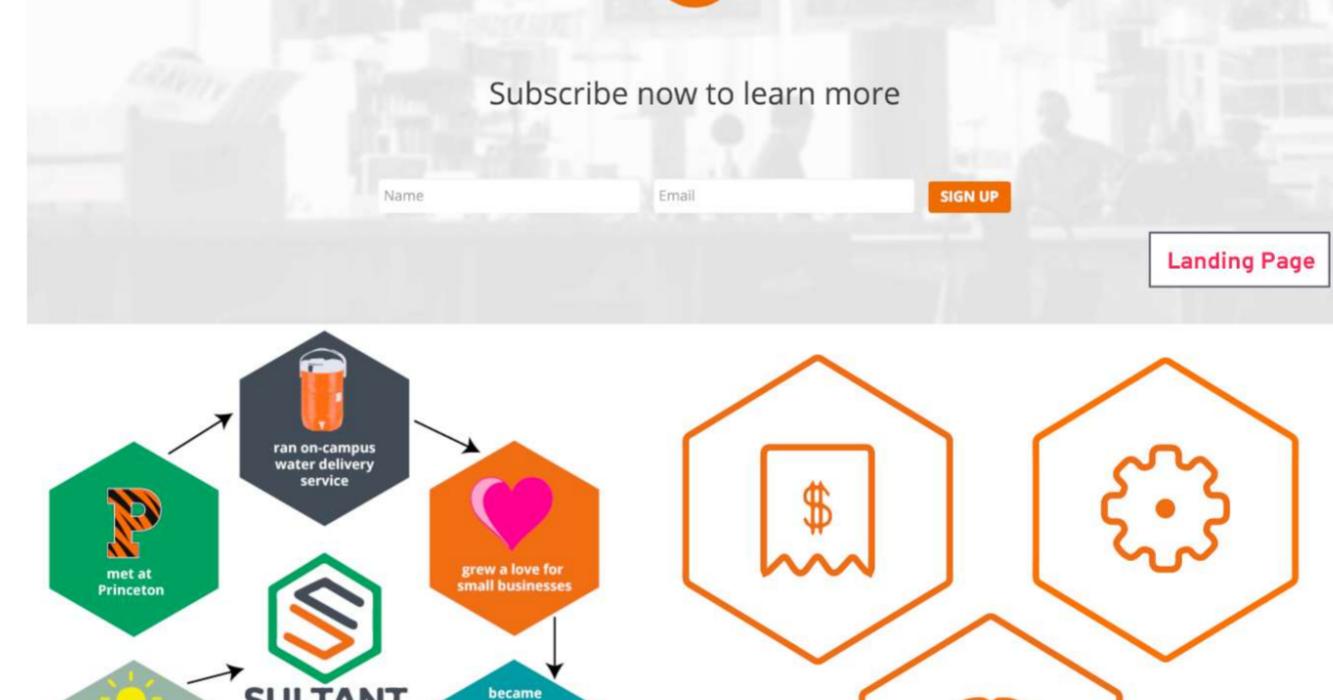
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PROJECT 2

Task

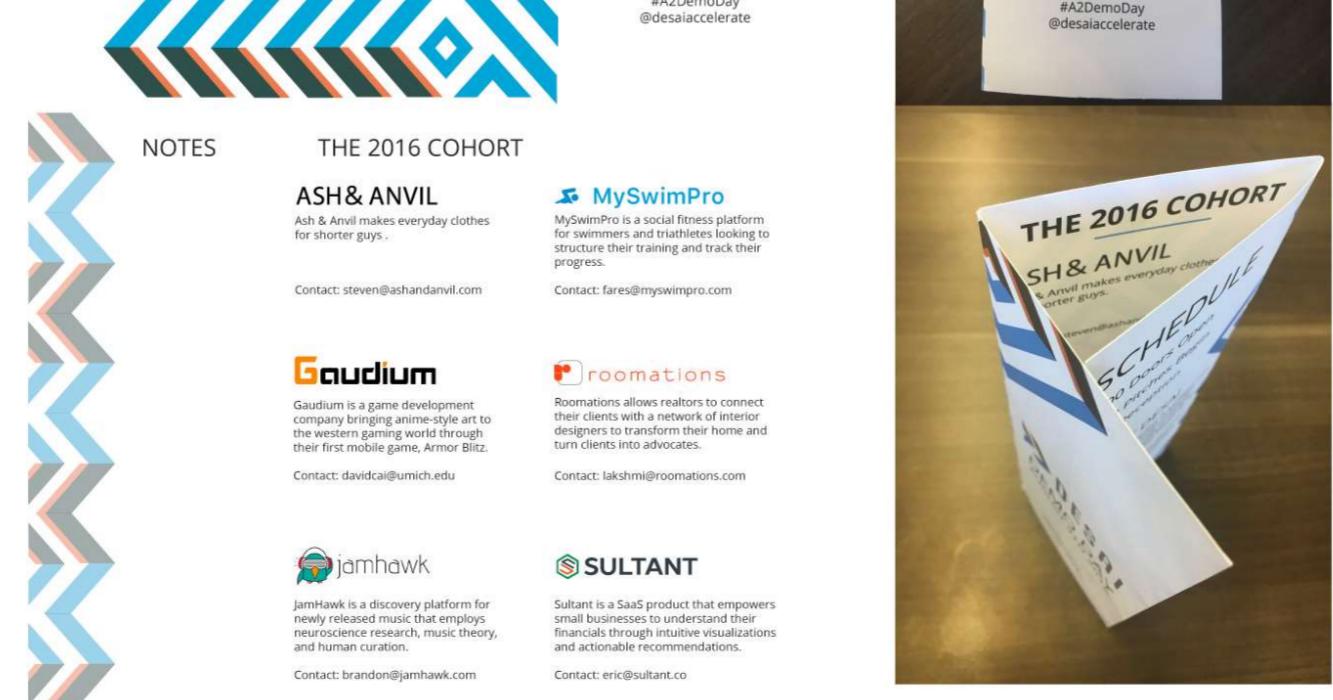
Develop the landing page for financial consulting startup, Sultant



PROJECT 3

Task

Established identity for Demo Day by leading design consultations and building out 6 unique pitch decks reaching audiences of 300+



Marketing Supply Co.

Digital Marketing Intern
Fall 2016 - Winter 2017

COMPANY

Marketing Supply Company is a digital marketing agency based in Detroit. Marketing Supply uses the latest tools, data, experimentation and experience to help businesses grow. They optimize business strategy through analytics and tracking, AB Testing and landing pages, click tracking and on-site data analysis, mail marketing and campaign tracking

ROLE

Efficiently creating social media advertisements, generating content (blogs, social media, etc.) and working to improve SEO for Marketing Supply Co.'s clients.

During my internship, I facilitated over 150 Facebook ad campaigns executed with increased return on investment where all my design & copy decisions driven by data analysis.



MyFab5

Social Media Intern Winter 2016

COMPANY

MyFab5 is powered by a community of the best Instagram food photographers that loves helping others find tasty dishes. MyFab5 isn't an app that uses vague star ratings and poorly written reviews. The MyFab5 app has reinvented the restaurant review by replacing the star rating system with the MyFab5 ranking system.

ROLE

I ran the Instagram for @bestfood.london and @bestfoodperth; built a solid foundation of community engagement. During my time on these two accounts, the number of followers has doubled.

Freelance

Design Consulting

PROJECT 1

Gifter

A web application that provides gift ideas based on certain filters and would profitize through market affiliations. Gift giving made easy.

PROJECT 2

The Edible Project

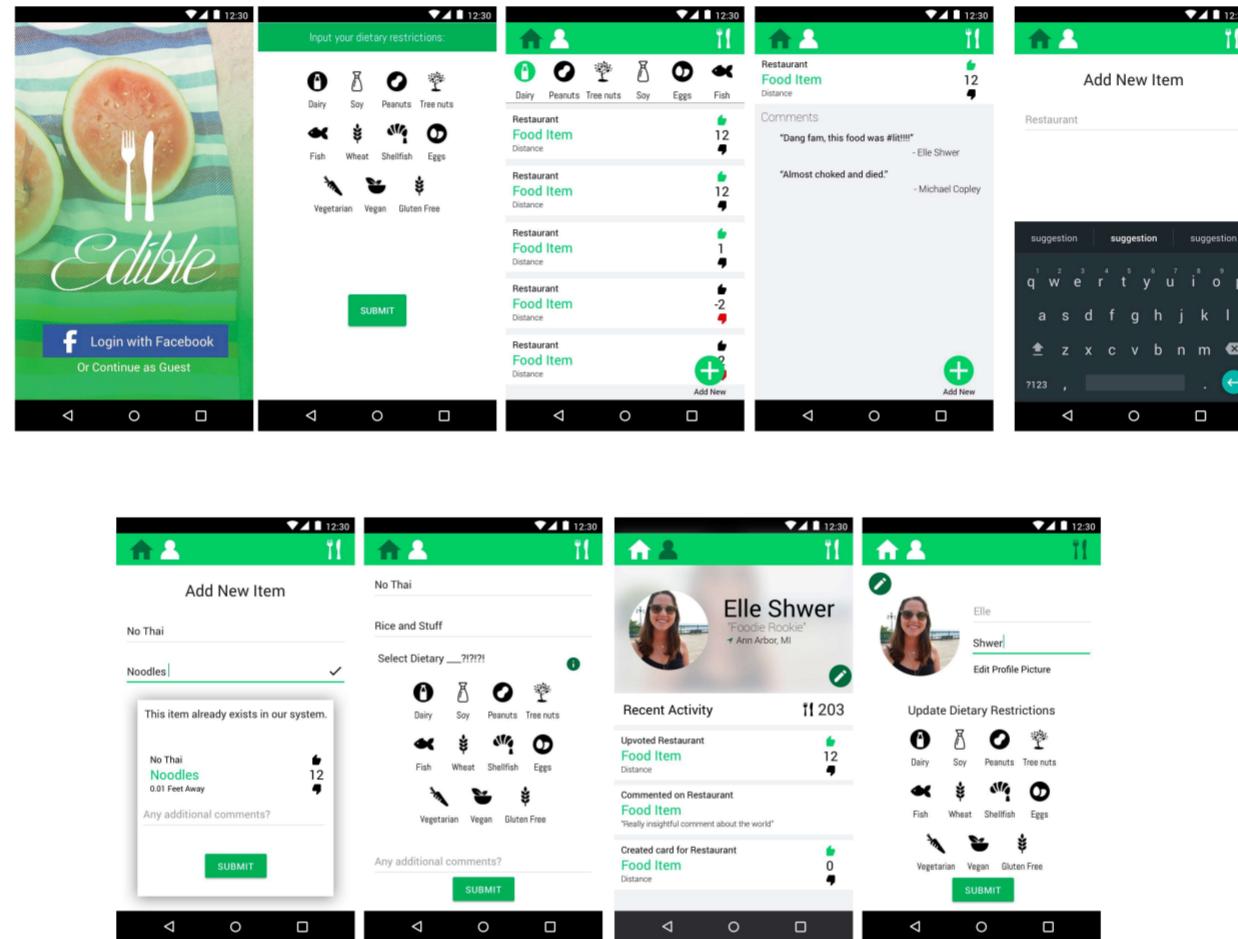
Edible provides in-depth health information about every dish offered at the top restaurants around you. Our list of restaurants are curated to ONLY show you the best of the best. They began their journey at local restaurants in Ann Arbor, MI and are looking to expand beyond that soon after.

Task

Redesign the Android Mobile Application

Timeframe

MHacks8 in 2016



PROJECT 3

REDevelop Youth

REDevelop Youth: Detroit (REDY) is a non-profit program focused on engaging Detroit high school students around the revitalization of their City by providing them a true introduction into the real estate industry and the development work being done in their city.

Task

Design logo and brand guidelines

Timeframe

July 2016

