

Elle Shwer

(813) 431-9769
eshwer@umich.edu
elleshwer.com

EDUCATION

**The University of Michigan
School of Information**
Ann Arbor, MI
Expected Graduation Spring 2018

Bachelors of Science in Information, focus on Data Analysis and User Experience Design
Supplemental Studies in Public Policy in Ford School of Public Policy
GPA 3.6

WORK EXPERIENCE

**Product Design Intern
MongoDB**
New York, NY
May 2017 - August 2017

Cross-collaborated with Product Management and Engineering to drive design focused on MongoDB's cloud service Atlas
Designed the interaction to enable Atlas customers to upgrade from free to paid
Conducted 30 user-tests over 8 design iterations of a key feature in MongoDB's winter release that was overseen by CTO and VP of Engineering
Created design to educate developers on useful Atlas command line tools
Invented interactive restart primary experience, which emphasized in-app education

**Design Intern
Desai Accelerator**
Ann Arbor, MI
May 2016 - August 2016

Assisted 6 tech-enabled startups in a 16 week program and completed over 40 digital projects
Established identity for Demo Day by leading design consultations and building out 6 unique pitch decks reaching audiences of 300+
Designed the web-interface for the #1 ranked swimming application in the United States that supports 500,000 users

**Brand Development Intern
Travelle.co**
New York, NY
July 2015 - April 2016

Managed 5 social media outlets focusing on online outreach & optimization through keyword analysis increasing followership by 2x
Created & launched an e-commerce page using market affiliations
Improved web interface and overall SEO resulting in a 35% increase in online traffic

{see more work experience on my LinkedIn -in/shwerelle}

ACTIVITIES

Central Student Government

School of Information Representative

Research Assistant

Under Assoc. Dean Dr. Paul Resnick evaluating online incivility in public forums

Freelance Startup Consultant

Advising early-stage startups on their design decisions

SKILLS

Design Skills

Sketch, Adobe Creative Suite, Invision, Prototyping, User-testing

Programming Languages

Python, SQL, PHP, JavaScript (jQuery), HTML, CSS, & Bootstrap

Digital Marketing

Google Analytics, Apps & Webmaster Tools, Facebook + Google Ads, Hootsuite, MailChimp