

# ELAINA TIA

USER EXPERIENCE DESIGNER

## PROFILE

### Address

971B Alabama Street  
San Francisco, CA 94110

### Phone

408.250.5969

### Email

elaina@tiavion.com

### Website

www.tiavion.com

## SUMMARY

Product Designer for mobile, web, and desktop, transforming complex systems into intuitive, simple user experiences.

## SKILLS

User Experience, Interactive Design, Wireframing, User Flow, User Interface Design, Information Architecture, User Research and, Feedback Analysis, Usability Testing, Interactive Prototyping, Responsive Design, Customer Journey Mapping, Personas, Data Visualization, Product Management, Market Research, Web and Mobile Analytics, Agile

## TOOLS

Sketch, Omnigraffle, Adobe CS, InVision, Balsamiq, MS Visio, Axure RP, Flurry, Adobe Analytics, Google Analytics, TeamSite CMS, WordPress, HTML, CSS, JavaScript, MS Office

## EXPERIENCE

### RingCentral

Oct. 2014 – Present

#### User Experience Designer

- Led the mobile redesign of Glip, an acquired messaging and collaboration tool envisioned as a "Slack" for enterprise, optimized for iOS and Android platforms.
- Employed user testing and interactive prototypes to create a user-friendly onboarding process for new customers, increasing completion rate by 16%, reducing drop-off rate by 10%, and decreasing manual support costs.
- Redesigned an administrative console by restructuring the information architecture and applying a mobile responsive framework scalable for large accounts, positioning RingCentral for upmarket growth.
- Advocated for a user-centric design process within the company, introducing user research, ethnographic interviews, usability testing, and service design.

### BlackRock

Jan. 2013 – Sep. 2014

#### User Experience Designer

- Created user experience for the BlackRock Economic Scenario Tool, an interactive analyzer for mutual fund portfolios designed for iPad and web.
- Identified personas and use cases for an interactive financial risk calculator. Designed the BlackRock SMA Risk Tool, an iPad app targeted at high net wealth individuals that transforms complex data into simple visualizations.
- Revamped information architecture and user flows to unify BlackRock's four regional websites into a single global website. Launched [www.blackrock.com/cash](http://www.blackrock.com/cash), creating one entry point for a diverse range of product offerings and market literature. Site generated over \$126 billion in revenue.

### BlackRock

Aug. 2011 – Sep. 2014

#### Product Manager, Mobile

- Utilized quantitative site analytics and qualitative research to devise a unified strategy for BlackRock's eight mobile apps across North America, Europe, and Asia.
- Worked cross-functionally across engineering, design, and business to launch a new suite of three CRM and product apps for the BlackRock sales team within eight months.
- Defined requirements and led implementation of an analytics platform for tracking mobile apps. Migrated from Flurry to Adobe Analytics to align a common metrics platform for all of BlackRock's 100+ sites.

### Yahoo!

June – Sep. 2010

#### Intern, Web Analytics

- Analyzed site clicks and user trends on Yahoo Video to identify content opportunities for maximizing ad revenue.

## EDUCATION

### University of California, Los Angeles

Sep. 2007 – June 2011

B.A. Communication Studies, 3.8 GPA Summa Cum Laude