

ELISE EASOM

UX/UI DESIGNER
PRODUCT MANAGER

Portfolio: www.easom.design
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ABOUT ME

I'm a UX/UI designer and product manager that strives to be the thread pulls together stakeholders, users, designers, and developers to ship high-value solutions that increase user engagement and conversions.

I am perpetually working to progress my skills through learning, practice, and critique.

CONSULTING & PROJECTS

- In Progress | Johannessen Trading Co.
- 2020 | Long Beach Restaurant Assoc.
- 2020 | The Eli Home Organization
- 2020 | Nico's Restaurant and Bar

SKILLS

-DESIGN TOOLS: Figma, Sketch, Adobe XD, Balsamiq, InVision, Photoshop, Illustrator, Miro, Trello

-DESIGN METHODOLOGIES:
Wireframing, clickable prototypes, animations, user interviews, surveys, decision mapping/flows, grids/composition, site mapping, case studies, atomic design, information architecture, product roadmaps

-PROGRAMMING: HTML5, CSS3, Javascript, JQuery, GIT, Webflow, Bootstrap, Zeplin, Hotjar, Google Analytics

WORK EXPERIENCE

FREELANCE (LONG BEACH, CA)

UX UI DESIGN APRIL 2020 PRESENT

- Researched and designed a membership website that includes online membership payment ability
- Redesigned a restaurant website and implemented an online takeout ordering system
- Worked with another designer/developer to implement a redesign of a non-profit website that included e-commerce
- Redesigning and shipping large steel company website

FEDERAL FILING SERVICES (REMOTE)

PRODUCT MANAGER | 2015-2020

- Managed team of four continually improving one product
- Increased production of product by six times and lowering errors in product by 85%
- Used Lean methodology for product improvements
- Conducted user satisfaction interviews to gain improvement ideas

METCAP MANAGEMENT (NORTHRIDGE, CA)

PRODUCT MANAGER | 2010 - 2015

- Released and managed 12 sites
- Managed a team of ten including designers and developers, and QA
- Met shipping deadline in 11 of 12 sites
- Communicated evidence-based decision-making with necessary parties
- Created product roadmap documents that detail business cases, high-level use cases, technical requirements, revenue, and ROI

ACADEMIC BACKGROUND

UNIVERSITY OF CALIFORNIA IRVINE

UX UI | OCT 2020

BOISE STATE UNIVERSITY

2010