

# Egle Strockyte

## UX / Product Designer

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### PROFILE

I am a product designer who enjoys solving complex problems and advocates for data driven and strategic design process. I believe that content precedes design.

I have 8+ years of in-house and agency-side experience, working with clients such as The Economist, McKinsey & Company, City of Santa Monica and Faraday Future.

### SKILLS

UX Design and Strategy  
Product Design  
User Research & Testing  
Information Architecture  
Wireframing  
Content Modeling  
UI Design  
Creative Concept Development  
Typography  
HTML & CSS

### EDUCATION

Master of Arts, Publishing (2010)  
University of the Arts London, LCC

Bachelor of Arts, Journalism and Media & Culture Studies (2009)  
Kingston University, London

Fine Arts Diploma (2005)  
Siauliai Art School, Lithuania

### EXPERIENCE

#### Senior Product Designer, Bird

2019 June-present

I currently work at electric scooter startup Bird where I focus on designing meaningful experiences for our riders.

#### UX Design Director, Edenspiekermann

2016-2019

I designed digital products and experiences for brands in automotive, technology, government, publishing and finance. In my position as a UX Design Director, I owned and guided my team's design processes, methodologies and activities from concept through to finished product. I enjoyed coaching my team through challenges as much as being a hands-on member of the team at all stages of the project.

#### Digital Designer, The Economist

2015-2016

I helped to create the new digital home of The Economist. I meaningfully participated in the publication's new website ideating, prototyping, and development process, working with a large globally distributed stakeholders team. Besides working on economist.com redesign, I was also a principle designer on the project code named CASE. Throughout this project, I helped to reimagine The Economist's e-commerce journey by redesigning dashboard from which a logged-in user could manage their subscriptions, bookmarks and comments.

#### Designer, Global Trade Review (GTR)

2012-2015

I planned and led GTR's digital rebrand. Designed and shipped the new responsive company's website alongside the email newsletters and confirmation emails. I played key role in liaison with numerous teams including web developers, editorial and marketing.

#### Freelance Designer

2011-2012

Worked on various web and print design projects for different clients. Design work mainly included responsive website mock-ups, client reports and presentations, posters and, also, physical product design.